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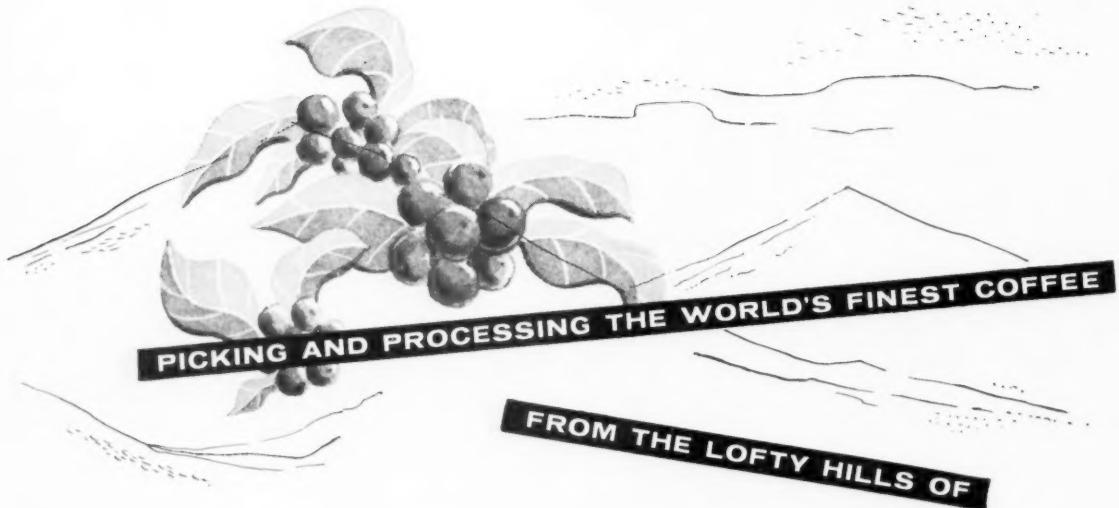
JUNE, 1957

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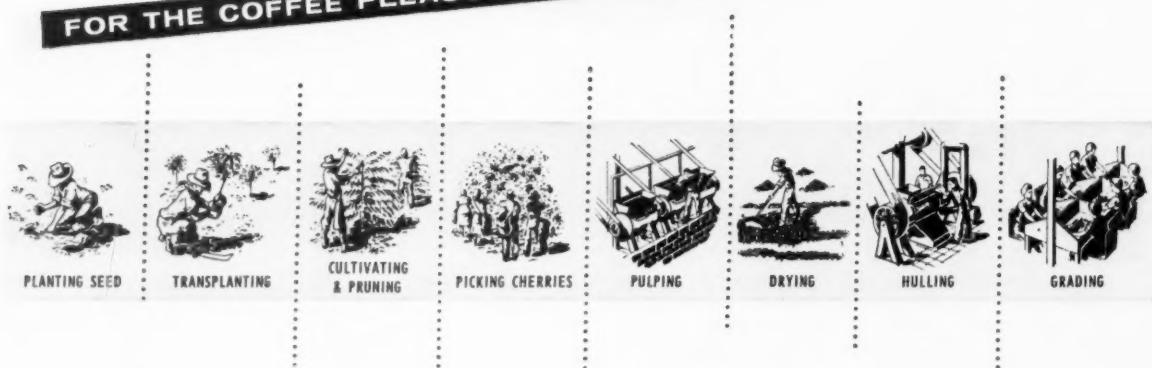
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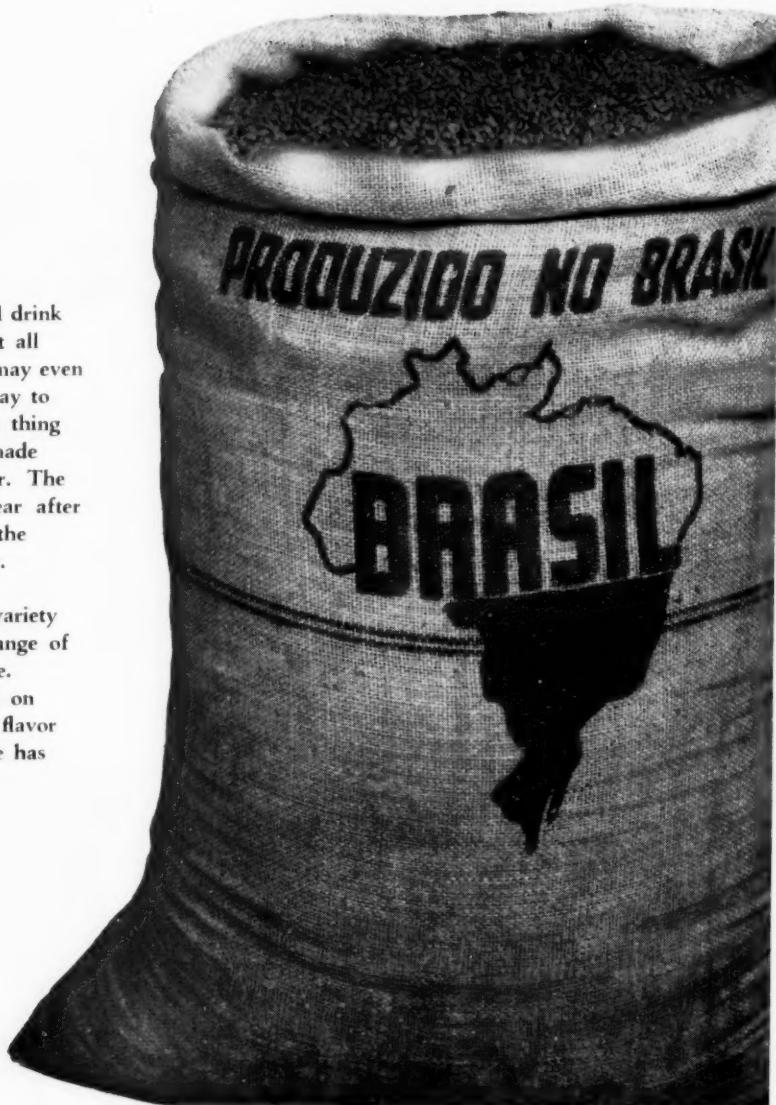
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BRAZILIAN COFFEE INSTITUTE

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, June 1957, Vol. 80 No. 6. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

the ICED COFFEE CAMPAIGN



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test after test shows... BEST CUPPING QUALITY

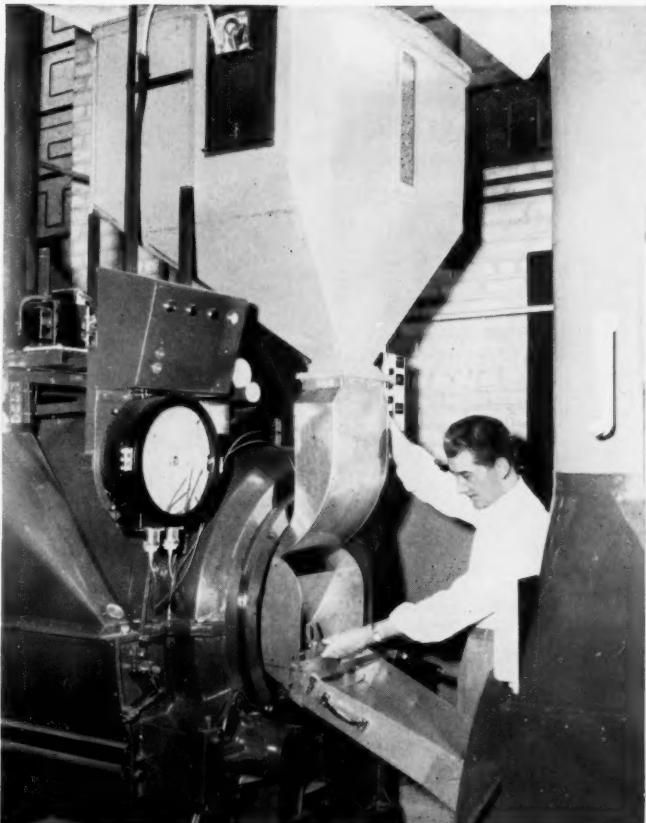
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Experienced users of Ray-Nox Roasters verify that this Gump-built roaster develops coffees to new standards in bouquet, fullness of cup, and degree of infusion.

Each bean in the roast shows a full and uniform development from center to outer surface, without tipping. Roasts are free of contamination from objectionable roasting by-products, because in the Ray-Nox Roaster the heated gases are not recirculated. And even the first roast of the day has no metallic taste, since the roasting cylinder and flights are stainless steel.

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Central Division: 135 So. La Salle St., Chicago 3

Pacific Division: Russ Building, San Francisco 4

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8—GRANULATORS

This four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—ICED COFFEE—1957

Facts and figures on trends in iced coffee sales by coffee roasters across the country, reprinted from special COFFEE & TEA INDUSTRIES Iced Coffee Issue. Eight-page brochure available from Pan-American Coffee Bureau, 120 Wall Street, New York 5, N. Y.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Köln, U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N. J.

12—COFFEE GRANULIZERS

A profusely illustrated folder which explains the line of Gump Coffee Granulizers was recently issued. Included are details on the new Style "E" Granulizer, as well as facts about the four sizes of Granulizers, each available in two models. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO. 106 Water St., New York 5, N. Y.

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JUNE, 1957

Formerly THE SPICE MILL



80th Year

JUNE 1957

Vol. 80, No. 6

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Unity of world coffee growers urged

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The cinnamon of Ceylon

Part 3 of a comprehensive series on a leading spice

Experimental media for evaluating flavor

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T. M. Reg.

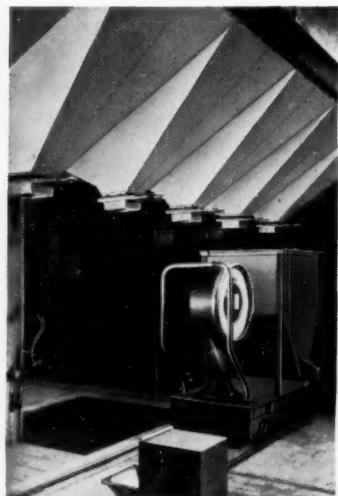
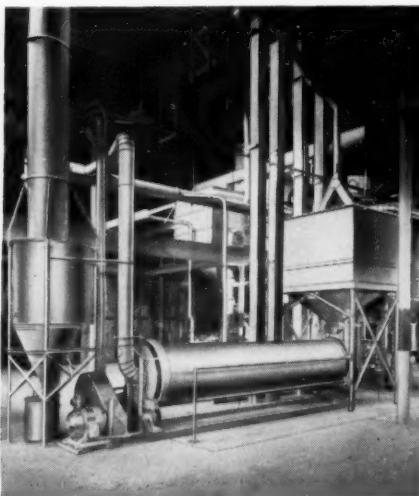
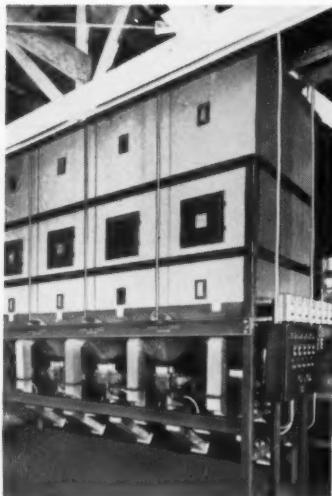
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Premiums in 1957

A COFFEE & TEA INDUSTRIES

"fact-reference" feature

★ Report: Eighth Annual National Coffee & Tea Premium Survey

★ Directory: Coffee & Tea Industries' 1957 Premium Buying Guide

★ Index: 1957 Checklist, with Addresses of Premium Suppliers

Premium use by coffee and tea packers is once again on the rise, prodded by harder competition within these fields.

Results of the eighth annual survey of premium use by coffee and tea firms underscore this trend. The survey is conducted by COFFEE & TEA INDUSTRIES, formerly The Spice Mill, now in its 80th year of continuous publication.

The 1957 study reveals that last year's downward trend—the first reverse in the postwar spread of premium promotions among coffee and tea packers—did not last. Moreover, lost ground has been recovered.

This year survey respondents using premium promotions is back to the highwater mark of 61% reached in 1955.

In 1956 the proportion had dropped to 57%, which was less than the 58% in 1954, although more than the 1953 level of 55%.

The pressure toward more reliance on premiums has two thrusts. One is prodding more packers to use this type of promotion. The other pushing packers who now employ premiums to do so more heavily.

In the latter category is the respondent who noted: "Competition forces us to offer more."

More variety marks premium items offered by coffee and tea packers this year, the survey showed. Items for the home still dominate the promotions, but less so than last year.

Self-liquidating is the trend in coffee and tea premiums, with 57% of the respondents reporting these promotions, considerably more than last year.

Mail delivery is the most frequent method for premium delivery by coffee and tea packers, a deepening of last year's trend.

Premium use: more intensive

Not only are more coffee and tea packers using premiums this year, but they are doing so more intensively.

Nearly half the companies using premium promotions are running more of them this year than last, according to the eighth annual survey conducted by COFFEE & TEA INDUSTRIES.

Slightly over 49% of the respondents noting premium use indicated this upward trend.

Nearly one-third, 32%, said their premium efforts this year were at the same level as last year.

The smallest segment, 19%, reported decreases in the level of premium promotions.

In most instances, reasons for stepped-up premium efforts were related to more aggressive marketing—to meet competition or, as a decision by the respondent company, to take the initiative for more volume.

One company, for example, put it this way: "More aggressive sales program." Another noted briefly, "More deals."

Other companies turned to premiums to bolster new items. "Have added another vacuum tin coffee," one packer explained. Another stated, "Putting special emphasis on new products."

Evidently some packers tried premiums for the first time last year, liked what happened, and are going into them more heavily this year.

"Proved to be helpful," said one respondent. "Particularly in retaining established consumer customers."

In some instances, the level of premium promotions this year compares with zero last year.

"This is the first year we are using premiums," a packer selling the grocery market reported.

"Just starting a premium plan," said a roaster catering to the restaurant and institutional field.

Oddly enough, the mushrooming of stamp plans in retail food outlets has, in some cases, contributed to a decrease in premium promotions by coffee and tea packers.

One of these respondents, part of the 19% reporting fewer premium promotions, indicated the reason was "use of stamps."

There was also evidence among these companies of some efforts to use other types of promotional techniques, in place of premiums.

One reason for a drop in premium promotions this year should be taken by the premium industry as a challenge. The reason: "Lack of desirable articles"!

This year's returns on premiums use indicate far wider shifts in policy than last year.

Last year the largest segment, 49%, reported premium levels unchanged from the year before. This year only 32% put themselves in this category.

Basic goal: home market

The basic goal of premium promotions by coffee and tea packers is the home market.

This holds true from year to year. It is confirmed by the eighth annual survey conducted by COFFEE & TEA INDUSTRIES.

But a trend in another direction is becoming visible. More packers selling to restaurants and institutions are now experimenting with premiums—they are, however, still very much the exception.

Of the total respondents who use premiums, more than 89% noted specifically—or indicated unmistakably—that they aimed at the home market.

Only 14% sells to grocers exclusively. The largest segment, 58%, merchandises to both markets—grocers and restaurants.

Over 17% of the premium-using respondents were wagon route operators, the home service coffee and tea merchants who may be the heaviest premium promoters in American business.

Coffee and tea firms specializing in the restaurant and

(Continued on page 36)

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Give the gift that counts
(keeps ice longer than any other bucket)

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ICE BUCKET

'Nicer—the gift that's used and appreciated, over and over, all year long. 'Nicer performance surpasses any other bucket regardless of price. It's unbreakable—has gallon, repeat gallon, capacity—keeps 90% ice 4 hours, 40% for 19. With specially designed basket, 'Nicer is available in brilliant colors of black and white, green, blue, red, yellow.



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COFFEE & TEA INDUSTRIES'

1957 Premium Buying Guide

This Coffee and Tea Premium Buying Guide, prepared from information submitted for the purpose by the companies listed, carries forward this publication's 80-year tradition of service to the coffee and tea industries.

Use the Buying Guide in conjunction with the Premium Suppliers' Index, which follows it.

Check the buying Guide for premium classifications in which you are interested. You will find, under each classification, names of companies supplying that type of pre-

mium. For the address of any of these companies, look at the Suppliers' Index.

A listing in bold face type means the company has an advertisement in this issue. In most cases, you can find helpful additional detail about that premium in the advertisement.

If you need more information about coffee and tea premiums, sources or problems, drop a line to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

APPLIANCES, ELECTRIC

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Burgess Vibrocrafters, Inc.
Burpee Co.
Capitol Products Co., Inc.
Casco Products Corp.
Century Enterprises, Inc.
Cornwall Corp.
Dornich Associates, Joseph P.
Eastern Metal Products Corp.
Enterprise Aluminum Co., The
Esmond Manufacturing Co.
Finders Manufacturing Co.
Gala Appliances Mfrs., Inc.
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438 W. Gay St. West Chester, Pa.

Lehman Bros. Silverware Corp.
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McCabe & Son, F. L.
Magic Hostess Corp.
Meinhardt & Co., Inc., H.
Metal Ware Corp., The
Michael-Williams Co., The
National Food Slicing Machine Co., Inc.
National Presto Industries, Inc.
North American Philips Co., Inc.
Northeast Electric Co.
Patented Products Corp.
Premium House, Inc.
Premium Mart
Pressweld, Inc.
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Rohde-Spencer Co.
Salton Manufacturing Co., Inc.
Saxony Electronics, Inc.
Shetland Co., Inc., The
Silken, Inc., Paul
Silex Co., The
Son-Chief Electrics, Inc.

JUNE, 1957

Spors Co.
Star-Glo Products Corp.
Toastwell Co., The
U. S. Manufacturing Corp.
Waring Products Corp.
Warren Corn Popper Co.

APRONS

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Allura Manufacturing Co.
Almont Manufacturing Co.
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Beistle Co.
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Boland Manufacturing Co.
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Petra Manufacturing Co.
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Austin Manufacturing Co.
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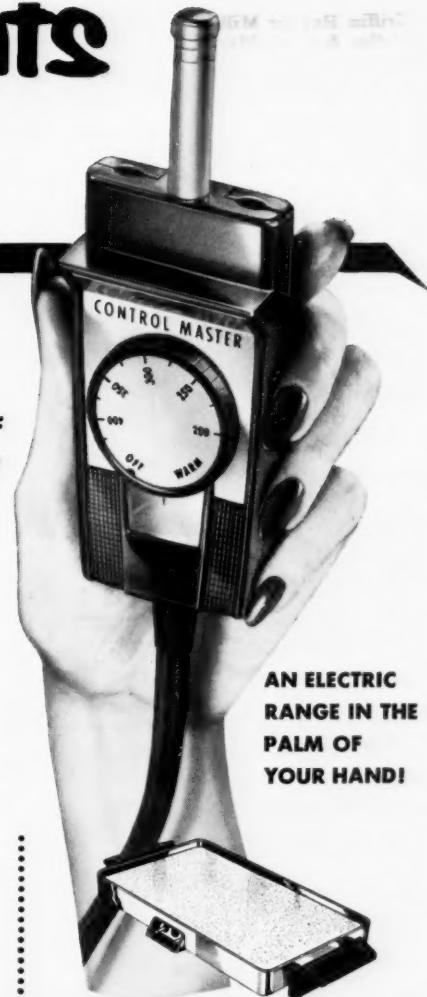
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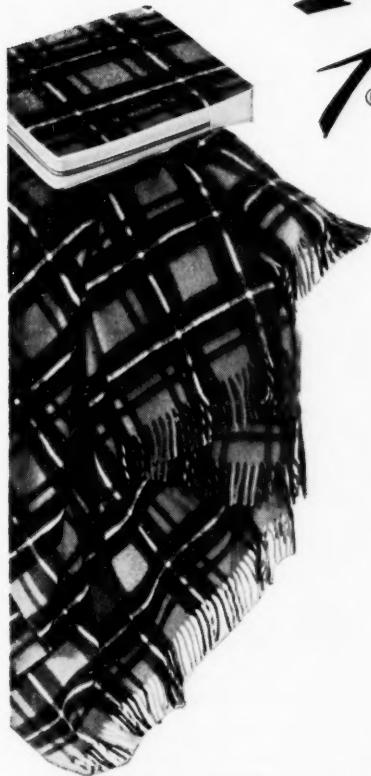
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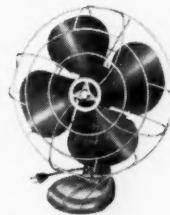
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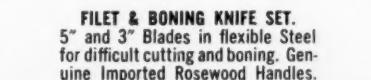


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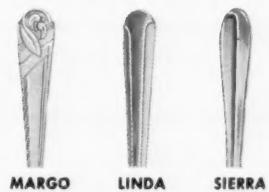


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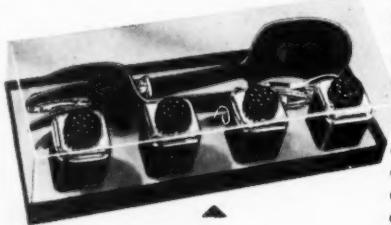
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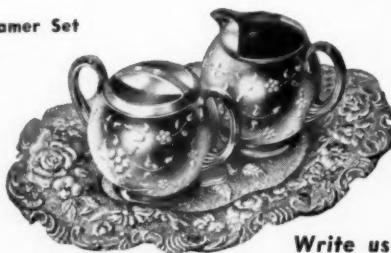
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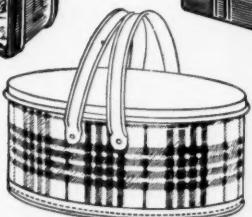
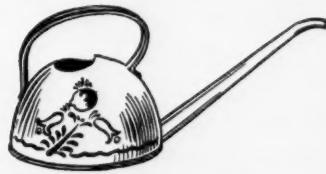
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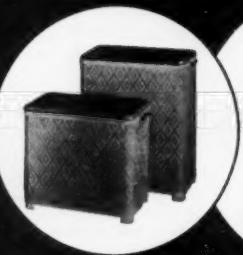
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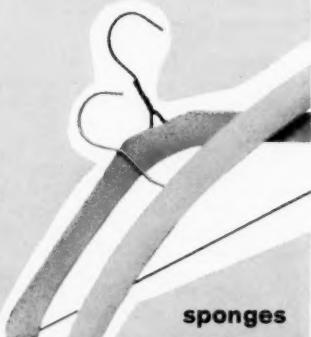
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Also in the "home" category were household items including cleaning aids, which accounted for 21% of all the premiums noted.

Ironing board pads and covers were most frequent in this group. Also popular were towels, blankets, pillow cases, bedsheets and dust mops.

Part of the "Home" category, too, were electrical appliances, which added up to a significant 4% of the premiums reported.

Among these appliances were portable radios, electric percolators, electric skillets and electric griddles.

The growth of recreation items as coffee and tea premiums probably reflects the basic national trend toward greater leisure activities.

Picnic sets, for example, were among these items, as well as Bar-b-Q grills.

Also noted were bicycles, baseball bats, playing cards, dolls and other toys.

Restaurant packers selecting premiums for public service customers tended to the practical. They offered such articles as carton openers, iced tea dispensers and coffee equipment.

Even the apparel premiums seemed to reflect the emphasis on recreation. One of the items, for instance, was a zipper jacket.

Nearly one-third of the companies did not know, at the time COFFEE & TEA INDUSTRIES' eighth annual survey was conducted. This is a large segment, but less than the 45% undecided in 1956 about balance-of-year premium items.

The majority of the respondents, 52%, indicated they would run the same promotions in the months to come as in the opening months of the year. In this group are, of course, the packers who maintain catalogues of items against coupon demand.

Only 18% of the companies noticed specific premium items already selected for coming promotions.

Articles for the home dominate these future premiums, as they do the premiums already promoted this year, but to a lesser extent. Home items will account for about 68% of the promotions yet to come, against 74% for those already run.

Articles coffee and tea packers noted they will use for premiums in the months ahead included stainless steel flatware, electric fans, blankets, recipe file boxes, kitchenware and carafes.

Restaurant premiums will include coffee creamers and coffee making and dispensing equipment.

Premium plans: open for decision

What premiums are coffee and tea packers planning for the balance of the year?

Offers: self-liquidating leads

Coffee and tea packers are shifting to self-liquidating offers this year, according to the eighth annual survey conducted by COFFEE & TEA INDUSTRIES.

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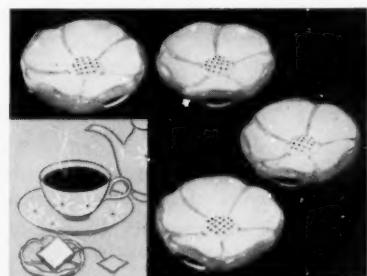
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Over 57% of the respondents to this section of the survey reported self-liquidating premium promotions.

Last year give-aways were the most frequent offer, with 41% of the total.

This year's trend returns self-liquidators to the top position they held in 1955. Then, however, the leading spot was earned by only 45% of the offers.

Give-aways are in second place in 1957, with 48% of the promotions.

This year combination deals are again in third place, accounting for 45% of the offers, compared to 37% last year, 31% in 1955 and 34% in 1954.

Slightly more than 15% of the promotions were continuity deals, considerably less than the 24% in 1956, and the 29% in 1955, but a shade ahead of the 14% in 1954.

[Some of the packers use more than one kind of offer, so that totals add up to more than 100%.]

One company uses a continuity deal based on trading checks. Ninety-eight checks equal \$4.75 of premium retail value.

Another company confines its continuity deals to the grocers. It puts coupons in the cases for the food store operators.

Budgets: less money, more offers

A surprising number of coffee and tea companies making heavy use of premiums have slight budgets for these promotions, or none at all.

Invariably these companies concentrate on self-liquidating premiums.

One respondent to the eighth annual survey conducted by COFFEE & TEA INDUSTRIES reported its self-liquidators even went beyond self-liquidation—its premium program was actually showing a profit!

Premium budgets, in percentage of gross sales, are less this year than last, respondents indicated.

Several of the replies specifically indicated heavier reliance on self-liquidators as the reason. This is also supported by the overall current trend to self-liquidators among coffee and tea packers.

Replies to the budget section of the survey were, as usual, less complete than for the survey as a whole. Only two out of three premium-using respondents answered these questions, more than in preceding years but still not enough to make the results representative rather than indicative.

Of the companies responding to the budget questions, 31% noted that their budgets for premiums this year, in percentage of gross sales, was smaller than last year.

Only 6% reported higher percentages, and 25% reported no changes.

The amount budgeted, rather than percentage of gross sales, seemed to set its own emphasis. About 13% said the amount was less, 11% said it was higher and 22% indicated it was the same.

As for the actual percentage of gross sales budgeted for premiums, these had an astonishing range—explained, in part, by the fact that some of the companies were home service operators and others coffee and tea packers running self-liquidating premiums.

The top proportion was 25%; the lowest, zero. Possibly the company which reported a profit on its premium oper-

ations should be reported here in the minus-zero category. Several companies reported figures of 1/10 of 1% and 1/2 of 1%. One respondent said its premium budget was part of its sales promotion operation, and was not figured separately.

Delivery: mail is top method

More coffee and tea packers are delivering their premiums by mail from the plant than any other way, according to the 1957 survey conducted by COFFEE & TEA INDUSTRIES.

This trend, established last year, is now much more pronounced.

About 40% of the 1957 respondents noted delivery by mail from the plant, against 31% last year. The 1956 proportion was enough, nevertheless, to put this delivery technique in first place.

The next most popular delivery method this year is via the food store. Slightly less than 32% of the packers reported this kind of distribution, well over the 26% of last year.

Wagon route delivery was noted by 27% of the companies, slightly over the proportion reported in 1956. All home service firms, as might be expected, reported this method, but it was also indicated by other respondents, who evidently used company trucks for premium delivery to restaurateurs or food store operators.

Premiums inside, or attached to, the coffee or tea package were used by 12% of the respondents.

In this group, too, were the "outside-ins"—the premiums which have the product inside, e.g., tea bags packed *inside* glass tumblers.

Several companies catering to the restaurant market reported that premiums were delivered to customers by their salesmen.

A number of packers use mail, but not from their own plants. The premiums are handled by mailing houses, premium suppliers or premium service companies.

Many respondents reported they use more than one type of premium delivery.

Authority: top people replied

In companies and people, replies to the eighth annual survey of premium use, conducted by COFFEE & TEA INDUSTRIES, were highly representative.

The companies included leading national packers, chain stores with their own brands of coffee and tea, and regional packers. Firms handling regular coffee as well as instant coffee were included.

Top men in the companies handled the replies to the COFFEE & TEA INDUSTRIES survey.

The most frequent title in the replies was company president, accounting for 23% of the questionnaires.

Next most frequent was vice president, or executive vice president, with 14% of the total.

As was true last year, nearly one out of ten of the respondents—over 9%—listed themselves as owners of the companies.

Company managers, or general managers, represented 7% of the total. About the same proportion was accounted for by department managers and branch managers.

Over 4% of the replies came from general sales managers.

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COFFEE & TEA INDUSTRIES'

Index to Premium Suppliers

This Premium Suppliers' Index lists alphabetically names and address of companies in the Buying Guide. Like the Buying Guide, the Suppliers' Index is based on information submitted by the companies mentioned.

Names and address of premium advertisers in this issue are printed in capital letters. Reference to a company's ad-

vertisement will usually reveal considerable information about its premiums.

For answers to coffee and tea premium questions not available in the Buying Guide or the Suppliers' Index, write to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

AAA Advertising Products Corp., 347 W. Broadway, New York
Absecon China & Glass Decorators, 233 New Jersey Ave., Absecon, N. J.
Acme Metal Foods Mfg. Co., 2 Orange St., Newark, N. J.
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Columbus Plastic Products, Inc., 1625 W. Mount St., Columbus, Ohio
Commonwealth Plastics Corp., Leominster, Mass.
Como Plastics, Inc., 1703 Keller Ave., Columbus, Ind.
Concord Shear Co., 71 Murray St., New York
Consolidated Toy Mfg. Co., 49 Osgood St., Methuen, Mass.
Constant Hosiery Mills, 1618 W. North Ave., Milwaukee

Continental Mfg. Co., Inc., 706 6th Ave., New York
CONTINENTAL STAINLESS CORP., 690 Broadway, New York
Cooper Safety Razor Corp., 35 York St., Brooklyn, N. Y.
Corliss Leather Products Co., 169 Bridge St., Cambridge, Mass.
Cornwall Corp., 48 Wareham St., Boston
Coro, Inc., 47 W. 34 St., New York
Corona Hat Co., Inc., 27 Wilbur St., Lynnbrook, N. Y.
Coronet Mfg. Co., Box 35, Yardville, N. J.
Cossman & Co., E. Joseph, 7015 Sunset Blvd., Hollywood
Cowen Co., R. S. 9 E. 38th St., New York
Craft Wall Industries, 3945 Grove St., Berkeley, Calif.
CRIMMINS' PRODUCTS, 222 E. Jacob St., Norristown, Penna.
Crosby Phonocards, Inc., Bing, 1 E. 54 St., New York
Crown Products Co., 666 Lake Shore Dr., Chicago
Croydon Industries, Inc., P. O. Box 766, Rochester, N. Y.

Dagor Creations, Inc., 37 W. 19 St., New York
Damar Products, Inc., 833 Newark Ave., Elizabeth, N. J.
Del Ray Plastics Corp., 200 5th Ave., New York
Dettys' Fish Gripper, 132 Atkins Ave., Lancaster, Penna.
Dipercraft Mfg. Co., 4830 Hatfield St., Pittsburgh
DONALD ART CO., INC., Donald Art Bldg., Maranacneck, N. Y.
Dornich Associates, Jos. P., 10 Sherry Lane, Manhasset, N. Y.
Dunk & Associates, Howard W., 45 W. 45 St., New York
Duray Co., Inc., 95 Lorimer St., Brooklyn, N. Y.
Durex Hardware Mfg. Corp., 527 W. 34th St., New York

E Z Por Corp., 4514 Broadway, Chicago
Eagle Rubber Co., Inc., 710 Orange St., Ashland, Ohio
Earhart Luggage Co., Amelia, 408 Market St., Newark, N. J.
Early Corp., Sam C., 3230 Monroe St., Toledo
Eastern Metal Products Corp., 18 E. 41 St., New York
Easton Premium Assoc., 420 Market St., San Francisco
Ebenezer Cut Glass Co., Inc., P. O. Box 2498, Buffalo
EBER-LITE LUGGAGE CORP., 375 E. 163 St., Bronx, N. Y.
Eclipse Metal Mfg. Corp., Eden, N. Y.
Economy Products Corp., 1215 W. Washington Blvd., Chicago
Edlund Co., Inc., Burlington, Vt.
Edson Co., 261 5th Ave., New York
Edward Co., Bernard, 5252 S. Kolmar Ave., Chicago
Ehlert Products, 100 S. Jefferson St., Chicago
EICHIN, INC., ARNOLD C., 3636 S. Kedzie Ave., Chicago
Eldinger Mfg. Co., O., 404 S. Kolmar Ave., Chicago
Ekco Products Co., 1949 N. Cicero Ave., Chicago
Elasticity Co., 900 Broadway, New York
Electric Game Co., The, 109 Lyman St., Holyoke, Mass.
Electrolunch Box Co., Inc., 9300 Stone Rd., Algonac, Mich.
Elena Furs, Inc., 150 W. 30 St., New York
Elkington, L. A., 323 E. 34th St., New York
Ellwood Co., The, 5530 W. Harrison St., Chicago
Elmira Greeting Card Co., Elmira, N. Y.
Elpo Products, Inc., 1227 Ave. of the Americas, New York
Elsner Co., Inc., Jerry, 458 W. 168 St., New York
Emco Porcelain Enamel Co., Inc., Highland St., Port Chester, N. Y.
Emerson Radio & Phonograph Corp., 14 & Coles Sts., Jersey City, N. J.
EMERY ADVERTISING CO., 8251 W. First St., Los Angeles
EMPIRE PRODUCTS CO., 321 W. Pico Blvd., Los Angeles
Enger-Kress Co., West Bend, Wis.
Enterprise Aluminum Co., The, Oberlin Rd., SW., Massillon, Ohio
Enterprise Mfg. Co., The, 110 N. Union St., Akron, Ohio
Envel-O-Pener Inc., P. O. Box 502, Independence, Kansas
Epp & Co., Inc., Samuel, 91-15 144 Pl., Jamaica, N. Y.
Erell Mfg. Co., 1243 S. Wabash Ave., Chicago
Erlichman, Robert I., 5218 Schuyler St., Philadelphia
Esmond Mfg. Co., 230 5th Ave., New York
EUREKA SPECIALTY PRINTING CO., 549 Electric St., Scranton, Pa.
Evans Rule Co., 400 Trumbull St., Elizabeth, N. J.

Everlast Products, 644 Broadway, New York
Everts Co., Harold, 200 5th Ave., New York
Ever-Wear Trunk Works, Inc., 1210-20 S. Morgan St., Chicago
Excello Ltd., 1400 W. Fulton St., Chicago
Exclusive Playing Card Co., 1139 S. Wabash Ave., Chicago

Faber Pencil Co., Eberhard, Crestwood, Wilkes-Barre, Penna.
Fabrico Mfg. Corp., 1714 W. Division St., Chicago
Fair-Craft Corp., 41 New St., West Haven, Conn.
Falco Products Co., 2620 Parrish St., Philadelphia
Falcon Rule Co., Auburn, Maine
Falge Engineering Corp., Bethesda, Md.
Famous Keystone Kits Corp., 2001 N. Elston Ave., Chicago
Fantus Paper Products, 1644 N. Honore St., Chicago
FARIBAULT WOOLEN MILL CO., 1500 2nd Ave., N. W., Fairbault, Minn.
Fashioncraft Products, 185 30th St., Brooklyn, N. Y.
Faultless Rubber Co., The, E. 4th St., Ashland, Ohio
Federal Glass Co., The 515 E. Innis Ave., Columbus, Ohio
Federal Tool Corp., 3600 W. Pratt Blvd., Chicago
Feemster Co., W. R., Brooklyn, Mich.
Ferber Pen Corp., 99 W. Sheffield Ave., Englewood, N. J.
Ferguson Pub. Co., J. G., 6 N. Michigan Ave., Chicago
Field Mfg. Co., Inc., 303 5th Ave., New York
Finders Mfg. Co., 3669 S. Michigan Ave., Chicago
Firman Leather Goods Corp., 111 8th Ave., New York
Fishman, Inc., Hy, 312 7th Ave., New York
Flagg & Co., Inc., 91 Boylston St., Jamaica Plain, Mass.
Flambeau Plastics Corp., 501 7th St., Baraboo, Wis.
Flexible File Co., 446 N. Wood St., Fremont, Ohio
Florn Clock Co., The, 1261 Broadway, New York
Foley Mfg. Co., 3300 N. E. 5th St., Minneapolis
Forrest Yarn Co., 45 W. Scottsdale Rd., Lansdowne, Penna.
Francis & Lusky Co., Inc., 1223 Broadway, Nashville, Tenn.
Franklin Metal Products Co., 16 W. Kinzie St., Chicago
Frankom Pottery, Box 789, Sapulpa, Okla.
FRANK PLASTICS CORP., 2941 E. Warren, Detroit
Frederick Co., Inc., John, 141 W. Ohio, Chicago
Fremdmore Co., 110 W. 42 St., New York
Fremont Bags, 1480 Commonwealth Ave., Brighton, Mass.
French Saxon China Co., The, Baugh Ave., Sebring, Ohio
Friedman & Sons, 12 W. 32 St., New York
Fritz & Co., A., 92 Greene St., New York
Frohock-Stewart Co., Harris Ct., Worcester, Mass.
Fulton Mfg. Corp., 206 Michigan St., Toledo

G & S Metal Products Co., Inc., 313 W. 33rd St., Cleveland
Gall Mfg. Co., 27 W. 23 St., New York
Gala Appliances Mfgs., Inc., 2783 W. 36 St., Brooklyn, N. Y.
Gallo Mfg. Co., 1312 Forest St., Racine, Wis.
Gardex, Inc., Michigan City, Ind.
Garner & Co., 1164 Broadway, New York
Gay Games, Inc., P. O. Box 1088 Muncie, Ind.
Geiger Bros., Lewiston, Maine
Gelber & Sons, Inc., S., 5806 N. Lincoln Ave., Chicago
Gelle-Widmer Co., 7530 Forsyth, St. Louis
General Fibre Products Co., 356 Broad St., Pittsburgh, Mass.
General Lamp Mfg. Co., 450 N. 9 St., Elwood, Ind.
General Wood Works, 105 S. 31 St., Council Bluffs, Iowa
Geneva Time of N. Y., 2 W. 47th St., New York
George Pottery Co., W. S., East Palestine, Ohio
Georgiana, P. O. Box 67, Dalton, Ga.
Germain's, Inc., 6400 E. Washington Blvd., Los Angeles
Gerry's Creations, 146 W. 28 St., New York
Gilbert Co., L. S., 1667 Northland Ave., Highland Park, Ill.
Gilbert Mfg. Co., Inc., 24-20 46 St., Long Island City, N. Y.
Gimmicks Unlimited, 92-02 37 Ave., Jackson Heights, N. Y.
GITSWATER CORP., 4601 W. Superior St., Chicago
Glamour House Products, Inc., 41-47 Leonard St., Brooklyn, N. Y.
Glasco Co., 307 6th St., Braddock, Penna.
Glatz Import Co., Inc., Felix, 27 E. 22 St., New York

Global Gifts & Gadgets, 2-10 Henshaw St., New York
 Globe Luggage Co., 34 W. 22 St., New York
 Globe Sporting Goods Corp., 116 Merrimac St., Boston
 Golden Star Polish Mfg. Co., Inc., 2901-11 E. 13 St., Kansas City, Mo.
 Goodell Co., Antrim, N. H.

Goodman Mfg. Co., L. A., 131-145 W. 63 St., Chicago
GOODRICH CO., B. F., (Sponge Products Div.), Shelton, Conn.
 Goodwin Import Co., Inc., 1309 Vine St., Philadelphia
 Gordon Assoc. Inc., First St., Derby, Conn.
 Greater Furniture Industries, 200 Lexington Ave., New York
 Great Lakes Products, Inc., 5160 Lakeshore Rd., Lexington, Mich.
 Greene Corp., G. G., 1408 Pennsylvania Ave., W., Warren, Penna.
 Grenn Co., Dennis D., 55 E. Washington St., Chicago
 Greyshaw of Georgia, Inc., 930 Mauldin St., S. E., Atlanta, Ga.
 Griffin Rubber Mills, 2439 N. W. 22 Ave., Portland, Ore.
 Groddy Sales Co., 1338-42 Forbes St., Pittsburgh
 Grogan Co., J. Leo, 225 5th Ave., New York
 Gromay Co., The, 1123 Broadway, New York
 Grosset & Dunlap, Inc., 1107 Broadway, New York
 Guillow, Inc., Paul K., 110 New Salem St., Wakefield, Mass.
 H M S Enterprises, 608 S. Dearborn St., Chicago
 Haddon Products, Inc., 2066 Canalport, Chicago
 Hagerstown Leather Goods Co., Hagerstown, Md.
 Hall China Co., The, East Liverpool, Ohio
 Hall Industries, 111 W. Jackson Blvd., Chicago
 Hamilton Import Corp., 132 Front St., New York
 Hamilton-Skotch Corp., 11 E. 36th St., New York
HAMMOND & CO., C. S., Maplewood, N. J.
 Hampden Specialty Products, Inc., Easthampton, Mass.
 Hampden Watch Co., 29 E. Madison St., Chicago
 Hankscraft Co., Reedsburg, Wis.
 Hanson Scale Co., 1777 Shermere Rd., Northbrook, Ill.
 Harding Sales Co., 1243 N. Harding Ave., Chicago
 Harker Pottery Co., The, East Liverpool, Ohio
 Harwell Mfg. Corp., 400 Myron St., Hubbard, Ohio
 Harvey Mfg. Co., Barrington, Ill.
 Harwood Co., The, Farmingdale, N. J.
 Hastings & Co., Inc., 2314 Market St., Philadelphia
HAUSMAN SALES CO., Not Inc., 1243 N. Harding Ave., Chicago
HELBROS WATCH CO., INC., 6 W. 48th St., New York
 Heller & Sons Morris, 21-39 Division St., Newark, N. J.
 Herold Products Co., Inc., 2110 W. Walnut St., Chicago
 Heuck, M. E., 4823 Industrial Ct., Cincinnati
 Hewig Co., 48 W. 45th St., New York
 Hicon Products, Inc., Box 242, Sayville, N. Y.
 Hiller & Co., 8, 1170 Broadway, New York
 Hit Sales Corp., 35 W. 19 St., New York
 Hobby Hill, 25 N. Wabash Ave., Chicago
 Hobson & Botts Co., The, P. O. Box 601, Danbury, Conn.
 Hoffman Industries, Inc., Sinking Spring, Penna.
 Hollinger Cutlery Co., Fremont, Ohio
 Holt-Howard Associates, 7 Market St., Stamford, Conn.
 Horner Woolen Mills Co., Eaton Rapids, Mich.
 Horn Luggage Co., David, 424 Canal St., New Orleans
 Hornsby & McKinley Co., 6605 Hollywood Blvd., Hollywood
 Horton Advertising Specialty Co., Inc., L. J., 621 S. Capitol Ave., Lansing, Mich.
 Horton & Hubbard Mfg. Co., 141 Canal St., Nashua, N. H.
 House of Bronze, 1487 Myrtle Ave., Brooklyn, N. Y.
 Houze Glass Corp., Dr. 307, Point Marion, Penna.
 Howe Folding Furniture, Inc., 1 Park Ave., New York
 Hull Pottery Co., Crooksville, Ohio
 'Husk' O'Hare, 5732 N. Kenmore Ave., Chicago
 Hygiene Shower Curtain Mfg. Co., 261 5th Ave., New York
 Hygienic Specialties Co., 487 Broadway, New York
 I.D.E.A., Inc., 7900 Pendleton Pike, Indianapolis
 Ideal Specialties, 1133 Broadway, New York
 Ideal Toy Corp., 184-10 Jamaica Ave., Hollis, N. Y.
 Imperial Knife Co., Inc., 1776 Broadway, New York
 Importers Associates, Inc., 476 Broadway, New York
 Industrial Studio, Inc., 67-35 St., Brooklyn, N. Y.
 Ingraham Co., The E., Bristol, Conn.
 Inland Glass Works, 6101 W. 65 St., Chicago
 International Appliance Corp., 920 Stanley Ave., Brooklyn, N. Y.
 International Register Co., 2620 W. Washington Blvd., Chicago
 Interstate Precision Products Corp., 707 E. Vermont Ave., Anaheim, Calif.
 Ironex Co., The, 414 N. 3rd St., Philadelphia
 J & C Bedspread Co., 10 W. 33 St., New York
 Jay Products Co., P. O. Box 517, Rochester, N. Y.
 Jeanette Glass Co., The, Jeanette, Penna.
 Jenkinson Mfg. Corp., 4540 Addison St., Chicago
 Jet Mfg. Co., Inc., The, 288 Hyde Park Ave., Boston
 Joell Mfg. Co., 2516 Atlantic Ave., Brooklyn
 John Co., Kenneth, 3319 N. 35 St., Milwaukee, Wisc.
 Johnson Co., J. W., 3100 W. Randolph St., Helland, Ill.
 Kahn, Inc., David, 1109 Grand Ave., North Bergen, N. J.
 Karavan Trading Co., 39 W. 29 St., New York
 Katz, Inc., Frank M., 206 Lexington Ave., New York
 Kaul Importing Agency, Leo, 2503 E. 75 St., Chicago
 Kaylan Cutlery Co., Esmond, R. I.
 Keefe Mfg. Co., Jack, 2319 Hampton Ave., St. Louis
 Kees Mfg. Co., F. D., 700 Park St., Beatrice, Neb.
 Kellogg Advertising Services, Inc., R. R. 8630 S. San Pedro St., Los Angeles
 Kellogg Brush Mfg. Co., Westfield, Mass.
 Kemp & Beatley, Inc., 15 W. 34th St., New York
 Kenner Products Co., 912 Sycamore St., Cincinnati
 Kenro Corp., Fredonia, Wis.
 Kesco Mfg. Co., 5646 Kimbark Ave., Chicago
 Klite Mfg. Co., 5154-60 W. Thompson St., Philadelphia
 Kindle-Lite Corp., 160 West St., Brooklyn, N. Y.
 Kingston Watch Co., 48 W. 48 St., New York
 Kirk's Co., 65 W. Broadway, New York
 Kisco Co., Inc., 2400-40 DeKalb St., St. Louis
 Klascos Products Co., Inc., 8700 E. Firestone Blvd., Downey, Calif.
 Klitzner Co., Inc., Harry, 433 Westminster St., Providence
 Knight Leather Products, Inc., 126 Call St., Jamaica Plain, Mass.
 Kord Mfg. Co., Inc., 4510 White Plains Rd., New York
 Kovax Products, 230 5th Ave., New York
 Kraemer Co., Inc., Walter, 1107 Broadway, New York
 Krause Co., The, Walter S., 48-02 43 St., Woodside, New York
 Kreis & Co., 316 S. Wabash Ave., Chicago
 Kreusinger Co., C., White Hall, Md.
 Krischer Metal Products Co., 631 Kent Ave., Brooklyn, N. Y.
 Kusan, Inc., 2716 Franklin Rd., Nashville, Tenn.
 La Belle Silver Co., Inc., Cooper Ave. & 80 St., Glendale, N. Y.
 Lamson & Goodnow Mfg. Co., Shelburne Falls, Mass.
 Lanco Novelty Co., 330 5th Ave., New York
 Landa Leather Products Co., 113 S. Jefferson St., Chicago
 Lane Chair Co., J. 4808 Bergeline Ave., Union City, N. J.
 Langner Mfg. Co., 12 W. 27 St., New York
 L'Argene Products Co., Inc., 11 E. 48 St., New York
 Larick Mfg. Co., The, 287 Broadway, New York
LASKO METAL PRODUCTS, 438 W. Gay St., West Chester, Penna.
 Lawson Co., The F. H., 801 Evans St., Cincinnati
 Leed's Travelwear Corp., 185 Madison Ave., New York
 Lee Products, Inc., 55 E. Walnut St., Pasadena, Calif.
 Lehman Bros. Silverware Corp., 197 Grand St., New York
 Leipzig & Lippe, Inc., 1166 Broadway, New York
 Lenart-Gladstone Co., 225 5th Ave., New York
 Libbey Co., Inc., W. S., 40 Worth St., New York
 Liberty Industries, Inc., 908 Kent Ave., Brooklyn, N. Y.
 Lido Toy Co., 321 Rider Ave., New York
 Liebermann Waelchi & Co. N. Y., Inc., 15 W. 37 St., New York
 Lifetime Cutlery Corp., 54 Knickerbocker Ave., Brooklyn, N. Y.
 Lifetime Products Corp., 11836 San Vicente Blvd., Los Angeles
 Lifton Mfg. Corp., The, 18 W. 18th St., New York
 Lightning Adding Machine Sales Co., 2306 W. Slauson Ave., Los Angeles
 Lincoln Lighting Products Corp., 4121 N. Rockwell St., Chicago
 Lincoln Metal Products Corp., 225 42 St., Brooklyn, N. Y.
 Linda Pleated Lamp Shades, 8585 Melrose Ave., Los Angeles
 Lindner Co., Louis, 5 Tudor City Pl., New York
 Lipic Pen Co., Joseph, 2200 Gravois Ave., St. Louis
 Lish Savory Corp., Gorham St., Canandaigua, N. Y.
 Little Star Novelty Corp., 135 W. 17 St., New York
 Lockwood Co., Lawrence A., 612 N. Michigan Ave., Chicago
 Loeb, Inc., Ben S., 290 5th Ave., New York
 Lorraine Mfg. Div., C. & C. Super Corp., Rt. #4 & Nordhoff Pl., Englewood, N. J.
 Lowenthal Mfg. Co., Inc., 2715 S. Michigan Ave., Chicago
 Lucas Camilla, 3 E. 28th St., New York
 L-U-C-E Mfg. Co., 6300 St. John, Kansas City, Mo.
 Lux Co., The, 300 W. Franklin, Elkhart, Indiana
 McCabe & Son, F. L., 1061 Merchandise Mart, Chicago
 McDonald & Son Golf Co., P.O. Box 3661 West Chicago
 McGregor-Doniger, Inc., 303 5th Ave., New York
 McIner Industries, Inc., 300 De Witt Ave., Brooklyn, N. Y.
 McKinnon Leather Products Corp., 511 E. 164 St., New York
 MacArthur Products, Inc., 34 Front St., Indian Orchard, Mass.
 Maddux of California, 3020 Fletcher Dr., Los Angeles
 Magic Hostess Corp., 36 & Bennington, Kansas City, Mo.
 Maglar Co., The, 702 Ridgeway St., La Porte, Ind.
 Magnex, Inc., 851 Broadway, Denver
 Main Machine Co., 84 Worth St., Stamford, Conn.
 Main Tool & Mfg. Co., Inc., 719 Raymond Ave., St. Paul 14, Minn.
 Majestic Silver Co., 241 Wolcott St., New Haven
 Manhattan Shirt Co., 444 Madison Ave., New York
 Marhill Co., Inc., The, 236 5th Ave., New York
 Marion Umbrella & Novelty Co., 9-11 Maiden Lane, New York
 Marshallan Mfg. Co., The, 1061 W. 11 St., Cleveland
 Marshall-Burns, Inc., Chicago
 Martin Rubber Co., Inc., 156 Broadway, Long Branch, N. J.
 Mason Corp., R. G., 855 6th Ave., New York
MASONWARE CO., Dexter Rd., E. Providence, R. I.
 Mastercrafters Clock & Radio Co., 1750 W. Fulton St., Chicago
 Master Metal Products, Inc., 291 Chicago St., Buffalo
 Match Corp. of America, 3433-43 W. 48 Pl., Chicago
 Mathew Products Co., Mary, 44 W. 28 St., New York
 Matteson Co., Geo. C., 807 W. 39 St., Kansas City, Mo.
 Mayfah Co., 1270 Broadway, New York
 Medico Plus, Inc., 18 E. 54 St., New York
 Melnhardt & Co., Inc., H., 4333 N. Pulaski Rd., Chicago
 Mell-Hoffman Mfg. Co., 1827 W. Webster, Chicago
 Melnor Industries, Inc., 300 De Witt Ave., Brooklyn, N. Y.
 Melrose Lamp & Shade Co., Inc., 1915 Park Ave., New York
 Memo-Speed Reminder Co., 507 5th Ave., New York
 Mentor Watch Co., Inc., 55 W. 42 St., New York
 Merchandising Premiums, Inc., 214 W. 42 St., New York
 Merit Creations, 324 Northrop Ave., Mamaroneck, N. Y.
 Merlite Industries, Inc., 114 E. 32 St., New York
 Metal Arts Co., Inc., The, 742 Portland Ave., Rochester, N. Y.
 Metalcraft Mfg. Corp., 1025 Firestone Blvd., Memphis
 Metal Novelty Mfg. Co., 1539 Myrtle Ave., Brooklyn, N. Y.
 Metal Ware Corp., The, 1700 Monroe St., Two Rivers, Wis.
 Metropolitan Souvenir & Flag Co., 4802 Farragut Rd., Brooklyn, N. Y.
 Metzger Co., Inc., J. Radley, 119 E. 38 St., New York
 Michael-Williams Co., The 1401 Merchandise Mart, Chicago
 Micro-Moisture Controls, Inc., 132 Front St., Farmingdale, N. Y.
 Mill Associates, 295 5th Ave., New York
 Miller & Co., 207 E. 49 St., New York

Miller Co., I. B., 336 W. Main St., Stamford, Conn.

Mitten Toy Mfg. Co., Inc., 649 Broadway, New York

MODERN SPECIALTIES CO., 4301 W. Ogden Ave., Chicago 23, Ill.

Modern Toy Co., 225 W. Illinois St., Chicago
Modlin Co., Inc., 3235 San Fernando Rd., Los Angeles

Molline Pressed Steel Corp., 200 5th Ave., New York

Monadnock Apron Co. of America, 304-330 S. Dearborn St., Chicago

Monarch Cutlery Mfg. Co., 7290 Adams St., North Bergen, N. J.

Monarch Luggage Co., Inc., 542 W. 27 St., New York

Mondshein & Co., Saul 200 5th Ave., New York

MONECO CO., 1162 Dixwell Ave., Hamden, Conn.

Monroe-Universal, Inc., 808 Driggs Ave., Brooklyn, N. Y.

Moody Machine Products Co., Inc., 49 Dudley St., Providence

Morris & Co., Bert, 8651 W. 3rd St., Los Angeles

Moss & Co., M. E., 119 Ann St., Hartford
Mouli Mfg. Corp., 91 Broadway, Jersey City

Moyer Co., J. J., 215 Burrill St., Lynn, Mass.
Murphy Co., R. Ayer, Mass.

Nadel & Sons, 889 Broadway, New York
Nagler Mfg. Corp., 198 Summer St., E. Boston

NANCY SALES CO., INC., 7 Barbara Rd., Belmont, Mass.

Nashco Mfg. Co., 725 Broadway, New York
National Calendar & Advertising Specialty Co., 31 Gibbs St., Rochester, N. Y.

National Feather & Down Co., 160-166 7th St., Brooklyn, N. Y.

National Food Slicing Machine Co., Inc., 47 Martine Ave., White Plains, N. Y.

NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wis.

National Silver Co., 241 5th Ave., New York
Newburgh Metal Mfg. Co., Inc., 1 Park Ave., New York

Newburgh Metal Mfg. Corp., 595 Broadway, Newburgh, N. Y.

New England Mop Co., 200 Conant St., Pawtucket, R. I.

Newhouse, Arthur M., 59 E. Madison St., Chicago

New London Industries, Inc., 301 E. 138 St., Chicago

NEW PROCESS STUDIOS, 175 5th Ave., New York

New York Feather Duster Co., Inc., 216 Mercer St., New York

New York Pencil Co., Inc., 70 Fulton St., New York

Niblack Co., K. G., 109 Huntington Ave., Buffalo

Nibus Mfg. Co., Inc., 20 W. 22nd St., New York

Norma Creations Co., 41 Union Square, New York

Norsid Mfg. Co., Inc., The, 33 Prospect St., Yonkers, N. Y.

North American Handkerchief Corp., 251 W. 30 St., New York

North American Phillips Co., Inc., 100 E. 42 St., New York

NORTHEAST ELECTRIC CO., Manchester, Conn.

North Wayne Tool Co., 39 Waterville Rd., Oakland, Maine

Northwest Chair Co., 2201 S. Tacoma Way, Tacoma, Wash.

Northwest Plastics, Inc., 65 E. Plato Ave., St. Paul, Minn.

NORWICH MILLS, INC., 350 5th Ave., New York

Noynts Mfg. Co., 15 Hathaway St., Boston

Nu-Dell Plastics Corp., 2250 Pulaski Rd., Chicago

Nue-Line Sales Mfg. Corp., 3046 Glendale Blvd., Los Angeles

OAK RUBBER CO., THE, Ravenna, Ohio

O-Cel-O Division, General Mills, Inc., 1200 Niagara St., Buffalo

O'Connell & Co., T. W., 3811 N. Ravenswood Ave., Chicago

OHIO ART COMPANY, Bryan, Ohio

Old Colony Middlebury Sales Co., Inc., 220 Washington St., Beardstown, Ill.

Old Dutch Trading Co., 1123 Broadway, New York

Old Empire, Inc., Mt. Prospect & Verona Aves., Newark, N. J.

Oleet Bros., Inc., Harold K., 305 E. 47 St., New York

Olympic Radio & Television, 3401 38 Ave., Long Island City, N. Y.

Oneida Ltd., Oneida, New York

Onyx Art Creators, Inc., 641 Lexington Ave., Brooklyn, N. Y.

Orchids of Hawaii, Inc., 305 7th Ave., New York

Owens Brush Co., 901 Buckingham St., Toledo, Ohio

Ox Fibre Brush Co., Inc., Frederick, Md.

Oxford Drapery Co., 295 "A" St., Boston

Oxford Metal Spinning Co., Inc., 58th & Grays Ave., Philadelphia

P & M Doll Co., Inc., 1107 Broadway, New York

P. B. R. Mfg. Co., H & Luzerne Sts., Philadelphia

Pacemaker Products Co., 96 Prince St., New York

Pack-It, 222 Pacific St., Newark, N. J.

Paintset Fashions, Inc., 49 W. 37 St., New York

Pantos Canvas Corp., 251 Washington St., Newton, Mass.

Papercraft Corp., 5850 Center Ave., Pittsburgh

Parallel Mfg. Corp., 32 E. 10 St., New York

Paramount Calendar & Novelty Co., 1189 Broadway, New York

Parker & Son, J. F., 507 N. Envoy St., Dallas

Parker Davis Co., 2819 Monroe Rd., Charlotte, N. C.

Parker-Gardner, 38-06 31 St., Long Island City, N. Y.

Parker Metal Decorating Co., The, 1301-33 S. Howard St., Baltimore

Parrish Co., J. Shepherd, 201 N. Wells St., Chicago

Parvin Mfg. Co., 1149 S. San Pedro St., Los Angeles

Pass Books & Check Cover Co., The, 2128 15 St., Denver

Patented Products Corp., Danville, Ohio

Peerless Plastics, 400 E. 111 St., New York

Peerless Tiebox Co., 558 Monroe Ave., Detroit

Peerless Traveling Goods Co., Mayville, Wis.

Penn Products Co., 33-40 127 Pl., Corona, N. Y.

Pearla Plastic Co., 215 Taylor Ave., East Peoria, Ill.

Pepperell Mfg. Co., Inc., 40 Worth St., New York

Perma-Ad, 200 W. 34 St., New York

Petra Mfg. Co., 1335 N. Wells St., Chicago

Phelps Mfg. Co., Inc., Terre Haute, Ind.

Philo Corp., "C" & Tioga Sts., Philadelphia

Philip's Neckwear, 20 W. 22 St., New York

Phillips Co., Henry, Barryton, Mich.

Pickett Products, Inc., 1111 S. Fremont Ave., Alhambra, Calif.

Pilgrim Leather Goods Co., Inc., Havermill, Mass.

Pindyc, Inc., Charles, 45 W. 34 St., New York

Planter, Inc., 1160 N. Howe St., Chicago

Plasticfoam Products, 948 Metcalf Ave., New York

Plastic Innovations, Inc., 185 Riverdale Ave., Yonkers, N. Y.

Plastic Jewel Co., 1112 Brook Ave., Bronx, N. Y.

Plastic Molded Arts Corp., 12-01 44 Ave., Long Island City, N. Y.

Plastic Masters, Inc., 426 N. Oakley Blvd., Chicago

Plaut & Lederman, 1515 Merchandise Mart, Chicago

Ply Line Co., 1211 38 St., Brooklyn, N. Y.

Plymouth Rubber Co., Inc., Canton, Mass.

Popular Premium Co., 870 Broadway, New York

Postamatic Co., 1549-51 Belfield Ave., Philadelphia

Poster Bros., Inc., 60 E. 25 St., Chicago

Post-House, P. O. Box 176, Camden, N. J.

Post Watch Co., Inc., 607 5th Ave., New York

Powercar Co., Willow St., Mystic, Conn.

Practi-Cole Products, Inc., 136 Chapel St., New Haven

Premier Distributors of America, 1509 Park St., Syracuse

Premier House, Inc., 1841 Broadway, New York

Premier Mart, 33 W. 46 St., New York

PREMIUM PEN CO., 2873 W. 23 St., Brooklyn, N. Y.

Premier Service Co., Inc., The, 111-119 W. 19 St., New York

Present Trading Corp., 220 5th Ave., New York

Pressweld, Inc., 825 S. Mahoning, Alliance, Ohio

Prevue Radsell Co., 549 W. Washington St., Chicago

Princess Basket Co., Algonquin, Ill.

Principal Mfg. Corp., 4626 Cornelius Ave., Chicago

Proctor Electric Co., 350 5th Ave., New York

Product Miniature Co., Inc., Pewaukee, Wis.

Progress Calendar Co., 2722 W. Travis St., San Antonio

Prolon Plastics, Florence, Mass.

Promotional Service, Inc., Wallingford, Conn.

Pro-Phy-Lac Tie Brush Co., Florence, Mass.

Protection Products Co., 2637 W. Polk St., Chicago

Pruskauer Co., Manny, 318 W. Adams St., Chicago

PUROFIED DOWN PRODUCTS CORP., 350 5th Ave., New York

Quaker Industries, 2500 60 St., Kenosha, Wis.

Quikut, Inc., Fremont, Ohio

Rainbo Crystal, 148 Main St., Flemington, N. J.

Rainbow Wood Products, Inc., 12 E. 22 St., New York

Rand Imports, Lewis, 37 N. Narberth Ave., Narberth, Penna.

Random Specialties, 150 Jackson Ave., N. Hopkins, Minn.

Rand Products Co., Inc., 65-67 Mt. Vernon St., Ridgefield Park, N. J.

Ransburg Co., Inc., Harper J., 1234 Barth St., Indianapolis

Ray Control Co., 244 5th Ave., New York

Rayex Corp., 133-30 37 Ave., Flushing, N. Y.

Raymond Chenille Co., 294 Auburn St., Cranston, R. I.

Raymond T. Mills, 15 Field Ave., Auburn, Me.

Ray-O-Vac Co., 212 E. Washington Ave., Madison, Wis.

Recreation Sales, 6756 Crandon Ave., Chicago

Red Record Products Co., 51 W. 21st St., New York

REDLES, INC. Box 4207, Philadelphia

Redmon Sons & Co., W. C., Peru, Indiana

Red Wing Potteries, Inc., The, Red Wing, Minn.

Regal Specialty Mfg. Co., 128 James St., New Haven

Regent-Sheffield, Ltd., 3522 Webster Ave., New York

Reid Specialties, 2913 W. Cummings Highway, Chattanooga

Reliable Luggage, Inc., West Pittsburgh, Lawrence City, Penna.

Reliance Pencil Corp., 22 S. 5th Ave., Mt. Vernon, N. Y.

Rest-A-Phone Co., P. O. Box 8788, Portland, Ore.

Rex Electric Mfg. Corp., 190 Berry St., Brooklyn, N. Y.

Rhodes, Inc., M. H., 30 Bartholomew Ave., Hartford, Conn.

Richards Co., The, 20 Hurden St., Hillside, N. J.

Richford Corp., 3618 Oceanside Rd., Ocean-side, N. Y.

Rich, Inc., Howard B., P. O. Box 120, Carrollton, Ky.

Rio Grande Importing Co., 257 Fronton St., Brownsville, Tex.

Riswell Co., 60 River Rd., Cos Cob, Conn.

Ritz Products, Inc., 91 Hartford Ave., Providence

Rival Mfg. Co., 36 & Bennington, Kansas City, Mo.

RIVOLI SCARF & NOVELTY CO., INC. 48 W. 37 St., New York

Robbins, Inc., J. W., 366 5th Ave., New York

Roberto Doll Co., Inc., 200 5th Ave., New York

Robert Mfg. Co., 1001 E. 23 St., Hialeah, Fla.

Robeson Cutlery Co., Inc., 36 Main St., Perry, N. Y.

Robeson Rochester Industries, Inc., 46 Sager Dr., Rochester, N. Y.

Rogers Plastic Corp., West Warren, Mass.

Rhode-Spencer Co., 18 S. Michigan Ave., Chicago

Roisman, Max, 1308 W. 130 St., Gardena, Calif.

Roland Radio Corp., 716 S. Columbus Ave., Mt. Vernon, N. Y.

Romco Art Co., 2704 Locust St., St. Louis

Ronson Corp., 31 Fulton St., Newark, N. J.

Rosenberg Bros. & Co., Smithtown, New York

Royal China, Inc., Sebring, Ohio

Ruckles Potteries, Inc., White Hall, Illinois

Rudy Bros., 34 W. 27 St., New York

RUSSELL MFG. CO., 99 Liberty Rd., Lexington, Ky.

S & F Co., 601 Front St., Hartford, Conn.

Sail Products, Inc., 293 5th Ave., New York

Saint Louis Pencil Co., 1180 Suburban Tracks, St. Louis

St. Thomas, Inc., Groversville, New York

Salem China Co., The, Salem, Ohio

SALMANSON & CO., INC. 1107 Broadway, New York

Salton Mfg. Co., Inc., 312 E. 95 St., New York

Saltz Advertising Specialties, 1339 Folsom St., San Francisco

Sander Mfg. Co., 124 4th Ave., S., Nashville, Tenn.

Sanitary Dishwasher Co., 354 W. 44th St., New York

Sanjo Utility Mfg. Co., Inc., 43 Grand St., Brooklyn, N. Y.

Sarne Co., Inc., 309 5th Ave., New York

Saxony Electronics, Inc., 3rd & Church Sts., Wilmington, Del.

Sayles-Wilson, Inc., 517-27 W. 39 St., Kansas City, Mo.

Scientific Silver Service Corp., 690 Broadway, New York

Scope Instrument Corp., Scope Bldg., Mamaroneck, N. Y.

Scranton Lace Co., The, 1313 Meyert Ave., Scranton, Penna.

Scranton Rug Mills, Inc., 121-127 Dewey Ave., Scranton, Penna.

Selecta Arts, Inc., 1261 Broadway, New York

Seneca Novelty Co., Inc., 52-56 Miller St., Seneca Falls, N. Y.

Seymour Tool & Engineering Co., Inc., 9th & Pennsylvania R. R., Seymour, Ind.
Shackman & Co., B., 71 Madison Ave., New York
Shafford Co., The, 260 5th Ave., New York
Shaw-Barton, Coshocton, Ohio

SHELDON-SEYMORE CO., 1100 Belmont, Chicago
Shelton Basket Co., The, 1 Maple St., Shelton, Conn.
Shelton Plane & Tool Mfg. Co., 1-9 Maple Sts., Shelton, Conn.
Sheridan Silver Co., 366 5th Ave., New York
Sherrill Corp., The, Mexico, Ind.
Shetland Co., Inc., The, 69 Bennett St., Lynn, Mass.
Shields, Inc., 302 5th Ave., New York
Shoppers Service, Inc., 6 E. Monroe St., Chicago
Sierra-Columbia of Calif., 89 E. Montecito, Sierra Madre, Calif.
Silbro Lamp Co., 420 N. 53 St., Philadelphia
SILEX CO., THE, 80 Pling St., Hartford, Conn.
Silken, Inc., Paul, 21 W. 46 St., New York
Sillocks-Miller Co., 10 W. Parker Ave., Maplewood, N. J.
Silvercraft Co., Inc., 20 Yeoman St., Boston
Singer-Dorfman, 2653 W. Peterson, Chicago
Singer Leathercrafts, 143 E. Gun Hill Rd., Bronx, N. Y.
Siris Industrial Corp., A. J., 780 E. 134 St., Bronx, N. Y.
Smith Co., Inc., J. H., 85 Pierce St., Greenfield, Mass.
Smolder Bros., Inc., 2300 Wabansia Ave., Chicago
Softskin Toys, Inc., 1907 Park Ave., New York
Son-Chief Electrics, Inc., Winsted, Conn.
Southwestern Co., 2130-40 S. Kedzie Ave., Chicago
Spec-Toy-Culars, Inc., 200 5th Ave., New York
Speedy Products, Inc., 91-31 121 St., Richmond Hill, N. Y.
Spir-It, Inc., 115 Center St., Malden, Mass.
Splendid Novelty Co., 225 5th Ave., New York
Sphonholz Importers, 770 Madison Ave., New York
Sports, La Center, Minnesota

SPRINGFIELD INSTRUMENT CO., INC., 111 W. 57 St., New York
Stainless Ware Co. of America, Walled Lake, Mich.
Stakmore Co., Inc., 200 Madison Ave., New York
Standard Toycraft Products, 95 Lorimer St., Brooklyn, N. Y.
Standfast Products Co., 2146 Murray Hill Rd., Cleveland
Stanford Pottery, Inc., 40 S. 15 St., Sebring, Ohio
Stanley Products Co., 1026 Milwaukee Ave., Chicago
Stanley Tools, 111 Elm St., New Britain, Conn.
Sta-Put Signs Corp., 298 Fifth Ave., New York
star Brite Lamp Shade Mfg. Co., 142 Duane St., New York
star Glow Products Corp., 1615 Racine St., Racine, Wis.
star Mfg. Co., 100 Water St., Leominster, Mass.
star Products of the Americas, P. O. Box 307, Jackson Heights, N. Y.
statler Mfg. Co., 349 W. Ontario St., Chicago
steel Cabinets, Inc., 184 Hinsdale St., Brooklyn
steelcraft Tool Mfg. Corp., 444 Broadway, New York
steer Products Mfg. Corp., 28 E. Jackson Blvd., Chicago
stella & Associates, A. M., 1457 Broadway, New York
stephens Publishing Co., Sandusky, Ohio
sterling Mfg. Co., Spring Lake, Michigan
sterling Novelty Products, 2701 Milwaukee Ave., Chicago
sterling Plastics Co., 1140 Commerce Ave., Union, N. J.
stern, Nettie, P. O. Box 307, Jackson Heights, N. Y.
stern, Inc., Walter, 385 5th Ave., New York
stetson China Co., Lincoln, Illinois
stiffelman & Son, B., 11-11 Grand Ave., Kansas City, Mo.
stoner, Chester K., P. O. Box 893, Canton, Ohio
storm Hero Umbrella Co., Inc., 38 W. 32 St., New York
stoware, Inc., Stowe, Vermont
straits Steel & Wire Co., 902 N. Rowe St., Ludington, Mich.
strand Tailoring Co., Inc., 2500 E. Eager St., Baltimore
strygler & Co., H. S., 665 5th Ave., New York
sturdy-Craft Corp., Medford, Wisconsin
style Craft Mfg. Co., 389 Broadway, New York
style Guild-Cassellini, 244 Oak St., Providence
Sunny Sales Co., 1504 Roycroft Ave., Cleveland

Superb Case Mfg. Co., 100 Manton Ave., Providence
Surco Products, Inc., 3256 E. 11 Ave., Hialeah, Fla.
Sweeney Mfg. Inc., W. R., 340 S. Main St., Salisbury, Mo.
Swing-A-Way Mfg. Co., 4100 Beck, St. Louis
Swingline, Inc., 32-66 Skillman Ave., Long Island City, N. Y.
Symphonie Radio & Electronic Corp., 235 Jersey Ave., New Brunswick, N. J.

Talking Devices Co., 4447 Irving Park Rd., Chicago
Tee Jay Toys, Inc., 48 W. 20 St., New York
Textile Mills Co., 2762 N. Clybourn, Chicago

THANHAUSER, S., 3915 Powelton Ave., Philadelphia
Thompson Corp., The George S., 509 Mission St., South Pasadena, Calif.
Thorpe Ball Bearing Rolling-Pin Co., Cheshire, Conn.
Thoughts that Inspire Publishing Co., 209 S. State St., Chicago
Thurnauer Co., Inc., G. M., 6 E. 20 St., New York
Tidde Products, 1421 Broom Lane, Dayton, Ohio
Tipp Novelty Co., 222-242 N. 6th, Tipp City, Ohio
Toastwell Co., The, 620 Tower Grove Ave., St. Louis
Tober Baseball Mfg. Co., Inc., P. O. Box 210, Rockville, Conn.
Topflight Corp., 160 E. 9 Ave., York, Pa.
Top Flite Models, Inc., 2635 S. Wabash Ave., Chicago
Town & Country Notions & Accessories, 115 W. 30 St., New York
Toycraft Corp., 1139 S. Wabash Ave., Chicago
Trans-Plastic, Inc., 1950 W. Balmoral Ave., Chicago
Traum Co., Inc., David, 11 E. 26 St., New York
Travel Goods, Inc., Schofield, Wisconsin

TRAVELLERS LUGGAGE CORP., 7 Broadway, New York
Triangle Mfg. Co., 519 W. Pratt St., Baltimore
Triangle Sales Corp., 286 5th Ave., New York
Trimeline Tackle Co., Inc., 211 E. 141 St., Bronx, N. Y.
Tucker-Lowenthal Co., 5 S. Wabash Ave., Chicago
Tucos Work Shops, Inc., Lockport, New York
Tyco Pottery, Inc., Roseville, Ohio

Uebel Jacob Mfg. Co., 2 E. 23 St., New York
Ullmann Co., Inc., Bernhard, 230 5th Ave., New York
Uncas Mfg. Co., 623 Atwells Ave., Providence
Union Pencil Co., Inc., 385 Broadway, New York
Union Steel Products Co., Berrien St., Albion, Mich.
United Cutlery & Hardware Products Co., 108 E. 16 St., New York

UNITED PLASTIC CORP., FITCHBURG, Mass.
United Silver & Cutlery Co., 1020 S. Los Angeles St., Los Angeles
U. S. Brass Novelty Mfg. Co., 572 Wythe Ave., Brooklyn, N. Y.
U. S. Camera Corp., 17 N. Loomis St., Chicago
U. S. Chaircraft Mfg. Corp., 225 Belleville Ave., Bloomfield, N. J.
U. S. Fiber & Plastics Corp., Stirling, New Jersey
U. S. Luggage & Leather Products Co., 29 W. 31 St., New York
U. S. Mfg. Corp., P. O. Box 192, Pratt, Kansas
U. S. Stamping Co., Moundsville, W. Va.
U. S. Trunk Co., Inc., 951 Broadway, Fall River, Mass.
Universal Craftsmen Co., 122 E. 25 St., New York
Universal Trunk Co., Inc., 1333 S. Ashland Ave., Chicago
Useful Products Co., 112 E. 23 St., New York
Utica Cutlery Co., 830 Noyes St., Utica, N. Y.

Vaco Products Co., 317 E. Ontario St., Chicago
Van Dam Products, Inc., 1299 Jerome Ave., New York
Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago

VAN SCHAACK PREMIUM CORP., 310 W. Washington Blvd., Chicago
Van Veen Co., Alexander, 161-14 Grand Central Parkway, Jamaica, N. Y.
Veri Trim Products Co., 900 Myrtle Ave., Brooklyn, N. Y.
Verity Sennall Ltd., Altadena, Calif.
Vermont Plastics Inc., P. O. Box 372, Montpelier, Vt.
Verplanck Co., The, Essex, Conn.
Victoria Printed Products, Inc., 512 Lucas, St. Louis
Victory Mfg. Corp., 1722 W. Arcade Pl., Chicago

Vogue Mfg. Co., 2311 Taylor St., Ft. Wayne, Ind.
Volkan Lamp & Shade Co., 22nd St., Clifton, N. J.

Wagner Co., George G., 235 2nd St., San Francisco
Walker, Inc., H. Stedman, 80 Kingston St., Boston
Wallace Shop, The, 4302 Chicago Ave., Minneapolis
Wallace Silversmiths, Inc., Wallingford, Conn.
Wallas Co., Seymour, 1200 S. 8th St., St. Louis

WALTCO PRODUCTS, INC., 4501 S. Western Blvd., Chicago
Ware Mfg. Co., Hogansville, Georgia
Waring Products Corp., 25 W. 43 St., New York
Warner Mfg. Co., 801 16 Ave. S. E., Minneapolis
Warren & Associates, G. R., 1811 W. Center St., Milwaukee
Warren Corn Popper Co., 5877 N. Penn St., Indianapolis
Warren Leather Goods Co., 86 Austin St., Worcester, Mass.
Warwick Pen Co., Inc., 100 Pulaski St., West Warwick, R. I.
Washburn Co., The, 28 Union St., Worcester, Mass.
Washington Co., The, 765 Jefferson Ave., Washington, Penna.

WASHINGTON FORGE, INC., 230 5th Ave., New York
Watkins Co., The Wm. B., 2605 Broadway, Evanston, Ill.
Watt Enterprises, Radnor, Penna.
Watt Pottery Co., The, Crooksville, Ohio
Waverly Products, Scranton, Penna.
Waxon-Carboff, Inc., 8 Commercial St., Rochester, N. Y.
Weaver Preskloth Co., 4426 Florence Blvd., Omaha, Neb.
Weber Costello Co., Chicago Heights, Ill.
Webster Basket Co., Inc., 102 Donovan Park, Webster, N. Y.
Wecolite Co., 552 W. 53 St., New York
Weinman Bros., 3269 W. Grand Ave., Chicago
Weiss & Klaub, 462 Broadway, New York
Weller Electric Corp., 601 Stone's Crossing Rd., Easton, Penna.
Westland Plastics, Inc., 3317 E. Pico Blvd., Los Angeles
Whitehill & Co., Richard, 6007 Euclid Ave., Cleveland
Whiting Co., Frank M., 19 Capitol Ave., Meriden, Conn.
Whiting Mfg. Co., Inc., 9701 Kenwood Rd., Cincinnati
Wilmart Products Corp., 50 Noble St., Brooklyn, N. Y.
Will-Nor Products, 3002 N. 5th St., Philadelphia
Will-Stan Products Co., 3108 Mayfield Rd., Cuyahoga Falls, Ohio
Windsor Chemical Laboratories, 161 Leverington Ave., Philadelphia
Windsor Co., The, 999 N. Main St., Glenn Ellyn, Ill.
Windsor Metal Products, Inc., 36 & Reed Sts., Philadelphia
Wings Shirt Co., 4 W. 33rd St., New York

WINSTON SALES CO., 7 W. 24 St., New York
Wisconsin Aluminum Foundry Co., Inc., Manitowoc, Wis.
Withington, West Minot, Maine
Wolco, Inc., 519 Hospital Trust Bldg., Providence
Wolf Products Co., 1150 Broadway, New York
Wolset & Co., I. B., 27 E. 22 St., New York

WOODPECKER WOODWARE, 1032 N. Highland Ave., Hollywood
Wooster Rubber Co., Wooster, Ohio
Worcester Wire Novelty Co., Inc., 2635 Boston St., Baltimore
World Distributors, Inc., 1355 Market St., San Francisco
World Publishing Co., The, 2231 W. 110 St., Cleveland
World's Best Industries, Inc., 1164 Broadway, New York
Wright, Inc., John, Wrightsville, Penna.
Wright, Jr., Co., Denver M., 7713 Clayton Rd., St. Louis
Wright Leather Specialties Co., 8300 Manchester Ave., St. Louis

Yaleco Rubber Co., Inc., P. O. Box 1539, New Haven
Yarn-Apart Co., Inc., 46 Cottage St., Manchester, Conn.

Zell Products Corp., The, 280 Main St., Norwalk, Conn.
Zeen Chemical Corp., 2000 Elm St. N. W., Cleveland
Zenith Plastics Co., 9 S. Adams, Ypsilanti, Mich.
Zero Mfg. Co., 1121 Chestnut St., Burbank, Calif.
Zodiac Watch Agency, 15 W. 44 St., New York
Zucker Co., J. F., 330 5th Ave., New York

roundtable sessions to dig into home service problems at NRTCMA convention

The segment of American business which is probably the most intensive user of the premium promotion—the coffee and tea wagon route operator—is holding its 42nd annual convention in Chicago June 16th-19th.

The National Retail Tea and Coffee Merchants Association is gathering at familiar meeting grounds, the Edgewater Beach Hotel.

The home service convention, as usual, will supplement business sessions with displays of premium items. About 100 exhibits will be set up, to show standard as well as new merchandise.

NRTCMA conventions are unusual for business association meetings. They are workshop sessions, with a scarcity of platform speakers and emphasis, instead, on roundtable discussions.

At these discussions groups of home service conventioners dig into aspects of their operations in detail and with an informal give-and-take of ideas.

The technique has been unusually fruitful at past NRTCMA conventions.

The 1957 event starts rolling on Sunday, June 16th. At 11:00 a.m. the exhibit rooms at the hotel will be made available to the associate members to set up their displays.

"School for coffee men"

"With each convention of the National Retail Tea & Coffee Merchants Association that I attend, I come away with the knowledge that I am a better coffee man."

"I choose to look upon our convention as a school for coffee men. Like any school program, there are the classroom activities and the extra curricular functions."

"Classroom activities consist of the group discussions. In these meetings all coffee companies, both large and small, unselfishly give out all of the information at their command for the benefit of the other operator. It is a credit to our industry that we are willing to help one another in this unselfish, non-competitive way."

"A single idea that applies to your personal business that can be put into effect when you return will more than pay for your expenses at the coming convention. In our company we feel that an absolute minimum of three of these ideas are received by us each year. You might say that we receive a 300% mark-up on our convention expenses."

"The extra curricular activities of this coffee man's school consist of the social functions and the informal discussions with your fellow members."

*—Paul D. Eibert, first vice president, National Retail Tea and Coffee Merchants Association, in *The Tecup*.*

NRTCMA officers



Nathan Elkin
President



L. H. Reese
Second Vice President

In the afternoon, the NRTCMA board of directors will meet.

From 5:30 to 6:30 p.m., members, associate members and guests will attend a reception. Directors and their wives will meet for dinner at 7:00 p.m.

Monday morning the business of the convention will get underway with three roundtable sessions. Moderators will be Nathan Elkin, NRTCMA president; Paul D. Eibert, first vice president; and L. H. Reese, second vice president.

Associate members will be hosts on Monday at the luncheon, to which all members and guests are invited. Zach Wells, of the Club Aluminum Products Co., will speak on behalf of associate members.

From 2:00 p.m. until 8:30 p.m. the exhibit rooms will be open, after which the home service people will again be guests of the associate members, this time at a reception and dance.

The roundtable discussions will resume Tuesday morning. The afternoon, from 1:30 p.m. to 5:00 p.m., will be devoted to the associate members in the exhibit rooms.

At 6:30 p.m., conventioners will gather at a reception, which will be followed by the annual banquet, floor show and dancing.

Wednesday, the wind-up day, the exhibit rooms will open at 9:30 a.m., and in the afternoon the displays will be dismantled.

That afternoon, too, the final group discussions will be held.

NRTCMA conventions are unique in several ways. Attendance is a very large proportion of the industry people, and meetings are attended promptly and seriously.

These things can only happen when industry members feel sessions are too valuable to miss. If anything, meetings at the coming convention are expected to be even more fruitful than in the past.

premiums



in home service marketing

By O. H. DUNCAN, Jr., President
Chicago Tea and Coffee Dealers Association

O. H. (Ted) Duncan, Jr., is vice president and general manager of the Central Tea Co., home service firm with headquarters in Chicago.

It would seem that the long name of our association would describe the full reason for our existence, but that is not nearly all of it. My father, who has been identified with our line of business for a long time and is still very active in it, often reminisces about the early years when firms such as ours sold only coffee, tea, vanilla and baking powder. Now our industry handles many items used in the home.

Premiums and the premium market are big factors in our program for the coming season, and as vice president and general manager of the Central Tea Co., it is my responsibility to be constantly on the alert for such merchandise.

It has been said often of late that the average housewife is interested in merchandise which has "visibility". This interest starts, then, the moment one of our salesmen walks into the home with his basket. The housewife quickly visualizes just how the product fits into her home and her plans—and, of course, the product is (almost) already in her home.

As I see it, our type of business is in the best position for selling household wares. If, as we hear, people are staying home more these days, then families will want even more things for the home, starting of course with our basic products of coffee and tea.

At our monthly dinner meetings, our group shares ideas of current interest to all: products which are new to our line . . . who did the best promotional job . . . results of our salesmen, tabulated as individuals and as a whole. Comparisons and suggestions certainly are the biggest help obtainable for each of our companies, for we do this as friends and associates, and not as competitors and enemies.

In cities, such as Chicago, most everything desired is certainly available without too much shopping effort by the average housewife. We feel that after participating in the National Retail Tea and Coffee Merchants Association convention each year, we obtain some new ideas

regarding premiums and the presentation of these products to the homemaker quicker and more effectively than the stores.

In addition, we bring our own problems to the convention, discuss them with fellow members from big and little firms located all over the nation, and usually find solutions as well as new thoughts—and even warnings as to how to avoid certain pitfalls already experienced by others who have tried these new ideas in our own businesses.

Manufacturers exhibiting at the national convention for the first time often comment they have never met another group like ours, and explain that after displaying product or products to one member, that member invariably volunteers to tell others about it and will do so immediately, while previous experiences of these manufacturers have been that one representative hoped to put it over on others in his group, and did not want to share his knowledge of a new product.

We, in Chicago, are proud of this friendly attitude and helpfulness of our local and national associations. This year, as well as for many years in the past, the Chicago Retail Tea and Coffee Dealers Association believes we are in the greatest business in the world—and our aim to make this great business even better, motivates our keen interest in quality products for the home.

The men at the helm of NRTCMA

These are the men who are officers of the National Retail Tea and Coffee Merchants Association for the 1956-57 year:

President, Nathan Elkin, Superior Coffee & Tea Co., N. H.

First vice president, Paul D. Eibert, Eibert Coffee Co., St. Paul, Minn.

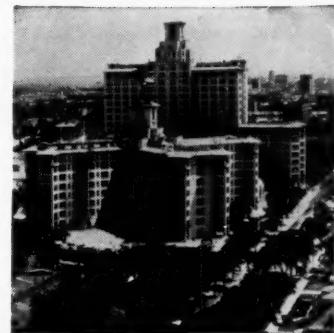
Second vice president, L. H. Reese, Reese Grocery Co., Cleveland.

Secretary-Manager, Oliver J. Corbett, Chicago.

Treasurer, Clarence A. Frankenberg, Imperial Tea Co., Harrisburg, Pa.

Greetings to the NRTCMA Convention

Chicago, June 16-19



Borg Erickson Inc.

Mfrs. of Quality Scales
for the Home

1133 North Kilbourn Ave.
Chicago 51

Edgewater Beach Hotel,
where convention meets

Claire Mfg. Company

Mfrs. of Aerosol Bomb Insecticide
Deodorant for Household Use
7640 Vincennes Ave., Chicago 20

Cleanser Products Div. SOS Company

Cleanser Pads
Husky
7123 W. 65th St., Chicago 38

Close & Company

Manufacturers of the Famous 3 lb. Jar;
3 lb. Tin; 2 1/4 lb. Jar; 100% Filled Candy
FOR THE HOME SERVICE MERCHANT
4603-33 West Gladys Avenue
Chicago 44, Ill.

Continental Coffee Company

2550 North Clybourn Avenue
Chicago 14, Illinois

The Enterprise Aluminum Company

Outstanding Premiums
For Home Service Trade
Massillon, Ohio

J. G. Ferguson & Associates

Distributors of Children's Books, Bibles,
games, puzzles and coloring sets.
6 N. Michigan Ave., Chicago 2

Glolite Corporation

Chicago 54, Ill.
Christmas Tree Lite Sets
Illuminated vinyl specialties
Twinkl-Lites, Bubble-lite Sets
A complete line of Artificial Trees

G. A. Goodrich Co.

Fine Food Products
Aire Fresh
Bestever Division
Premiums
4139 West Grand Ave., Chicago 51, Ill.

MODERN COFFEE PLANT

Design • Engineering
Equipment

B. F. Gump Co.

1325 So. Cicero, Chicago 50

Kitchen Art Foods, Inc.

Wife Saver Baking Mixes

2320 No. Damen Ave., Chicago 47

Allen B. Wrisley Company

Soaps and Toiletries
for Home Service Merchants
6801 West 65th St., Chicago 38

Zion Industries Inc.

Zion Cookie & Candy Divisions

Zion, Illinois

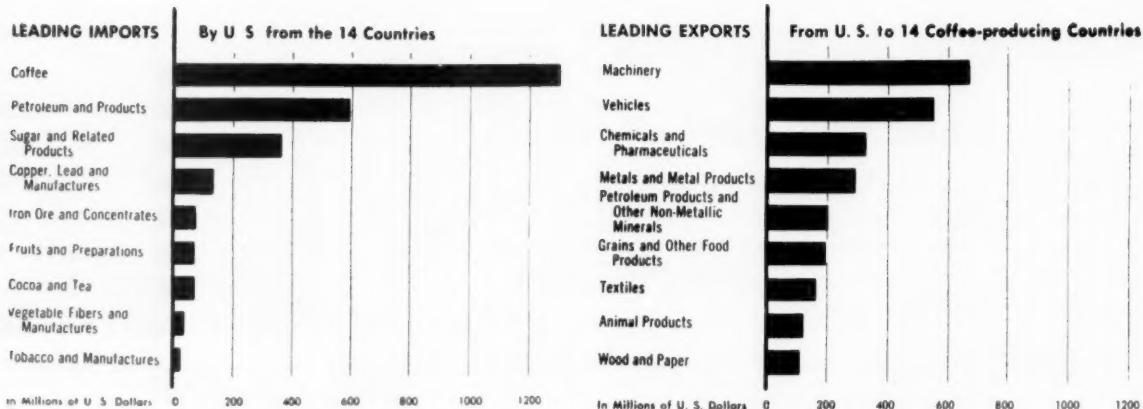
BEST WISHES

to the 42nd Annual Convention—
National Retail Tea and Coffee
Merchants Association

Jewel Tea Co., Inc.

JEWEL PARK
BARRINGTON, ILL.

We Welcome Your Convention This Year
EDGEWATER BEACH HOTEL 5349 No. Sheridan Road, Chicago, 40



place of coffee imports in local economies pinpointed by new study

A potent tool for developing better understanding of coffee, as an import product, in the economy of the United States has been developed by the Pan-American Coffee Bureau.

Valuable to the industry as a whole, it is a tool especially useful to regional roasters and area offices of national coffee firms.

It is a study which shows, for the first time, the exact origin of U. S. trade with the 14 Latin American countries that produce coffee.

The study lists 1,041 cities and communities in the U. S. whose products are now being bought by the Latin American countries.

It tabulates products which each of the cities sent to these coffee producing countries in 1955. It indicates the value of the exports and what they meant, in dollars and cents, to the earnings of U. S. workers and farmers.

A coffee man talking to a Chamber of Commerce or PTA group, or working up a release for local newspapers, or radio or TV stations, need no longer talk of coffee's contribution to the U. S. economy in general terms.

Using the new report, he can pinpoint the contribution in figures, products, wages and jobs for the particular city or region.

The study was conducted for PACB by Econometric Specialists, Inc., New York City.

In 1955, the report notes, the 14 countries in Latin America that produce and export coffee in important quantities—Brazil, Colombia, Costa Rica, Cuba, Dominican Republic, El Salvador, Ecuador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Peru and Venezuela—shipped \$1.2 billions worth of coffee to the U. S.

In return they spent more than \$2.7 billions in this country, making them one of the best markets in the world for the U. S.

With the help of coffee, these countries have steadily increased their purchases of U. S. products during the past 20 years. In 1937 they accounted for 12% of the value of all merchandise sold by the United States to foreign countries; in 1955 the proportion was 20%.

In announcing the survey, Vito Sa, PACB president, cited the potential for trade expansion with the Western Hemisphere countries.

"We know the population of these 14 countries will grow from its present 140,000,000 to about 200,000,000 persons by 1957," he said. "As industrialization in these countries continues, they will become progressively better customers for the goods we manufacture and grow in the United States. The coffee we buy in the U. S. will continue to pay for a large part of these purchases."

"Leading exports, the survey shows, are machinery, metals and vehicles, including automobiles, airplanes, trucks, railroad equipment and boats. But all parts of the U. S. economy benefit. Agricultural products which we ship to the 14 countries, for example, have amounted to more than \$400,000 annually in recent years."

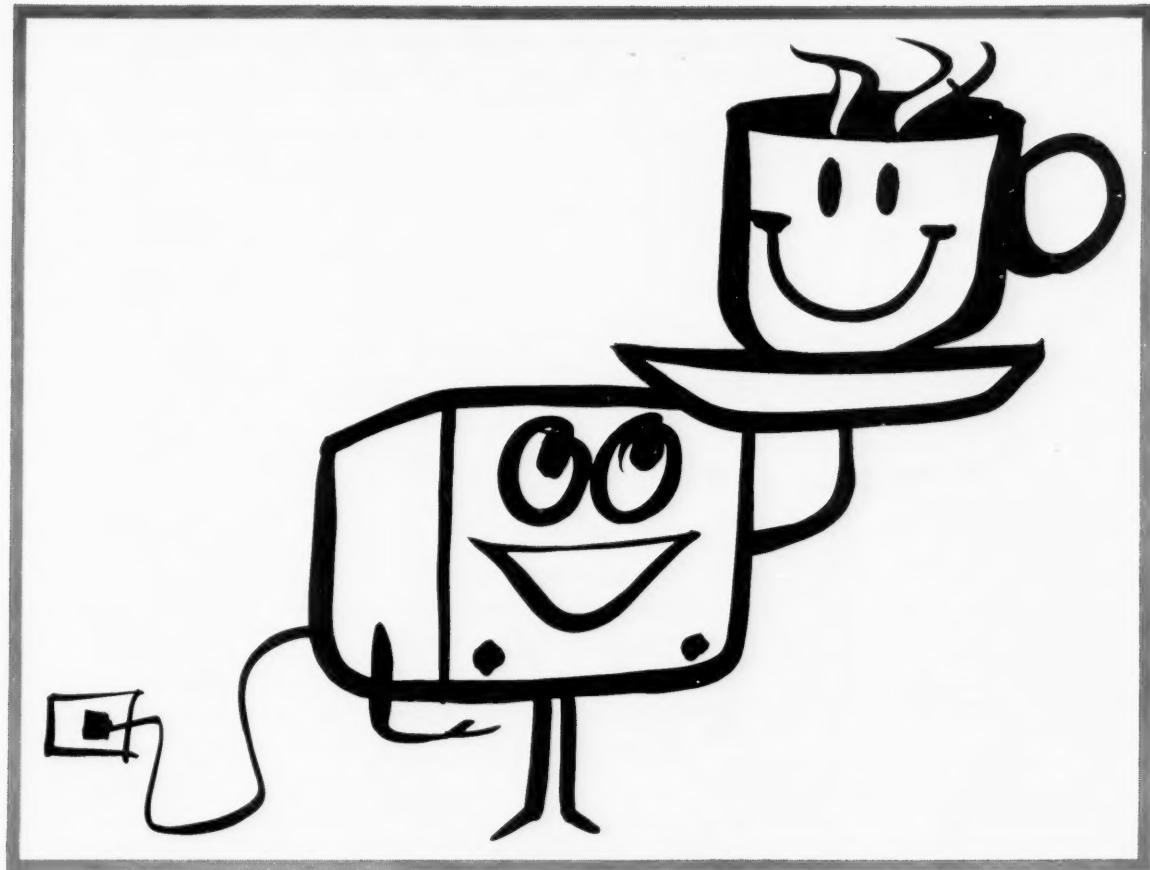
In the 1,041 U. S. cities and communities, producing or growing the exports to the 14 countries provides enough work to keep 370,000 persons employed every year, the report shows.

Total earnings of workers and farmers producing those exports amounts to an estimated \$1.7 billions each year.

On a per capita basis, the 14 Latin American countries are more important customers of the U. S. than any other principal area or country except Canada, according to the report. Per capita purchases by the coffee growing nations from the U. S. were \$20.08, as against \$18 for the United Kingdom and \$8 for France.

On a total dollar basis, trade with the 14 countries ex-

(Continued on page 62)



Now Radio, Too, Will Help You Sell Coffee!



JUNE, 1957

In top U.S. markets, spot radio will be sponsored by the Pan-American Coffee Bureau to build consumer demand for coffee. Along with a catchy, memorable jingle—selling the "Coffee-break" and good coffee—powerful commercials give coffee-making hints, coffee-serving suggestions and new and different ways to enjoy more coffee more often. The program starts in July—throughout the warm weather, it features Iced Coffee.

Tie your brand promotions in with the new selling effort. Make your sales points heard throughout your territories. Transcriptions of the Coffee Jingle are available through the Coffee Bureau. There are open spots in the middle of the transcribed jingles where local announcers can easily insert your brand commercials. The jingles are designed for announcements of 20-second, 30-second and 1-minute lengths.

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120 Wall Street, New York 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic
Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

a glossary of coffee terms

By C. R. DEVONSHIRE

This article, from the bulletin of The Coffee Board of Kenya, does two things: it is an addition to coffee classification terminology in general, and it helps to make clear the thinking in Kenya on coffee grading and quality. Specifically, the article is actually an explanation of the area's Coffee Report Form.

The Report Form is divided into three headings: Raw, Roast and Liquor.

Under the raw description there are three columns:

1. *Size of bean:* This varies according to weather conditions, type of seed and district, and is not a point upon which I can give any particular advice other than to avoid picking immature coffee or, when such coffee has been picked, to avoid bulking it with sound cherry. The actual size of bean, other than evenness, does not have a big effect on quality. Some of the finest quality Kenya's have a small—but even—well made bean.

2. *Color:* This is of great importance. The ideal for planters to aim at is blue or greyish-blue, and the reason that preference is given to this color is that many years of experience have satisfied coffee dealers that it is only in coffees of this color that the finest liquor qualities are to be found. Color can be ruined by estate preparation.

The color to avoid is any tendency to brownness. This is a fault which can be avoided on the drying grounds; the most usual cause is lack of attention, or delay at any important stage in drying. Mechanical drying is particularly apt to give a brownish color, and I do recommend planters to note that estates which consistently produce coffee of a fine quality almost all appear to do their drying on raised tables, keeping the coffee well stirred and allowing the air to percolate, in preference to using barbecues or ground sheets.

A point to note is that when parchment becomes soiled during the drying process by dust or earth, it is almost impossible to avoid discoloring the bean during the hulling process. Therefore, aim for a clean white parchment.

Other causes for brownness in the raw coffee are:—

Insufficient pre-washing.

Picking of over-ripe coffee.

Over-fermentation with too many skins.

Under-fermentation also gives a brownish tinge, which is somewhat different in appearance to the brownness caused by the other factors which we have already mentioned.

3. *Quality:* See last paragraph.

Roast

1. *Type:* This refers to the general appearance of the roasted bean, and a brilliant or bright type should be aimed at, because here again, experience has shown that a roast of this type usually gives a satisfactory liquor. In my opinion, brightness or brilliancy results from clean and thorough

fermentation and good, slow sun drying. Dullness is frequently the result of under-drying.

2. *Center-cut:* The center-cut is the dividing line, covered with a silver skin, running through the center of the flat side of the coffee bean. After roasting, this center-cut in a fine quality coffee, stands out clean and white and usually goes hand in hand with a bright roast. Brown center-cuts should be avoided. The causes are under-fermentation, unclean fermentation and occasionally delay in drying.

3. *Quality:* Evenness is a factor which is considered when arriving at quality. Even coffee is one which is roasted with every bean bright and brilliant, and with center-cuts white—or at least not too badly irregular—and with few or no defectives.

Causes of unevenness in the roast are: immature picking, insufficient separation of lighter coffee in the estate washing channel, uneven fermentation of the different pickings, which make up the complete consignment, and uneven drying.

Liquor

1. *Acidity*
2. *Body*
3. *Flavor*

The best liquors are those with well-balanced acidity and body. Thus a medium acidity and medium body would produce a better liquor than a light acidity and full-bodied coffee.

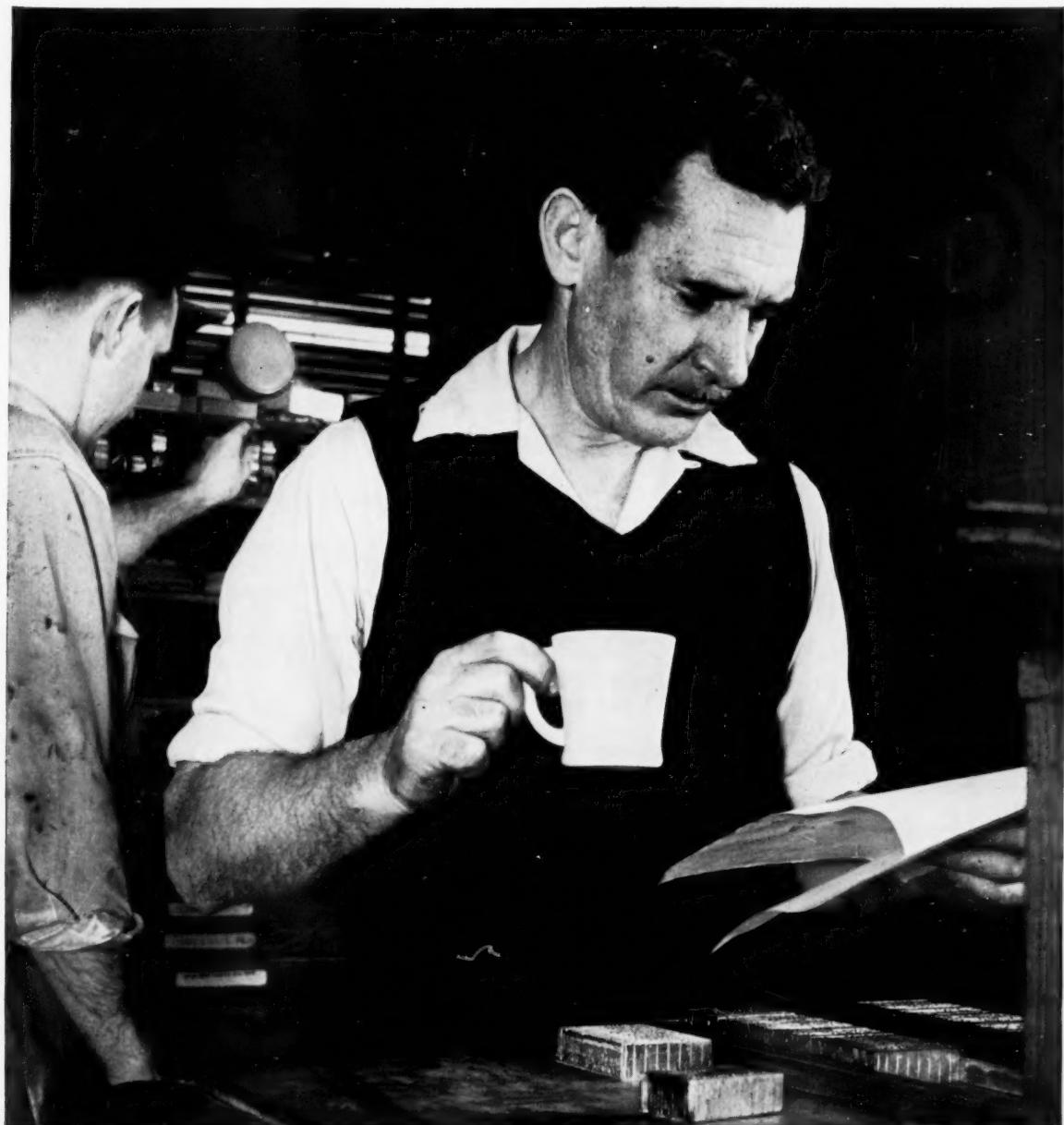
General

Having considered each column under its respective headings, the third column is a summary of the quality, and from this quality description the Coffee Marketing Board classification figure is arrived at.

Except where really bad liquors are found, the best general quality description of the Raw, Roast and Liquor is con-



Early pruning of coffee plants in Kenya, East Africa.



Fresh Coffee "makes" the break

Busy people look forward to a regular coffee break . . . but their satisfaction depends on the flavor in the cup. To protect the fresh, delicate goodness of the coffee you roast, you can rely completely on the familiar vacuum can—invented by Canco.

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American Can Company New York • Chicago • San Francisco

verted into a class; e.g. a coffee described on the report as having a good raw description (class 2), fair to good roast (class 3) and liquor anything above F.A.Q. (class 4) would receive class 2 for 'A' grade.

An F.A.Q. raw (class 4), fair roast (class 5) and liquor anything between fair and F.A.Q. (classes 5 to 4) would obtain a class 4 for A. grade.

An F.A.Q. raw (class 4), fair or F.A.Q. roast (classes 5 and 4) and fair to good liquor (class 3) would receive class 3 for the A. grade.

GLOSSARY OF TERMS USED ON THE LIQUORING REPORT

Raw

Ambers: smooth, yellowish beans. Cause unknown.

Antestia-damaged: damage by Antestia resulting in blackish markings on the bean to almost entirely black beans.

Blacks: causes such as insect-damaged, metal contaminated beans.

Blackish: pulper-nipped beans. (See discolored and Pulper-nipped.)

Bleached beans: colorless types, usually too rapid drying and over-drying. Also 'soapy' and 'Faded' beans, usually associated with mechanical drying.

Blotchy: the result of uneven drying. It is always advisable to dry out very thoroughly and slowly. (See Color.)

Coated beans: covered with silverskin, caused by drought, overbearing, green cherry. (See also Roast—"Softs," and Liquor—"Harsh and Common.")

Crushed beans: usually the result of too much trampling in tanks. They are split beans and faded.

Mark my word!

By MARK M. HALL

How to make friends and influence coffee sales

If you are one of those men who think there is no such thing as friendship in business, you are like the buyer trying to test the aroma of coffee with his nose plugged by a bad cold.

Of course self interest is involved. That is necessary, if you want to eat, but over and above that there is plenty of room for friendship. Self interest sets the rules of the game, and once they are lived up to, you are free to enjoy your fellow coffee men.

If you are cynical and say that nothing counts but the bean, the buyer is going to know it. He'll give you an order for a thousand bags, if there is a one-quarter-of-a-cent margin in it. But when all things are equal, who gets the order? His friends, of course.

That's the margin you need to make the grade, so get smart. Don't think you are the one man who knows what life really is, dog eat dog. Count your friends more carefully than you count your dollars. Interest rates on friends have always been high.

Discolored beans: often referred to as Discolored, Pulper-nipped. Other causes of discoloration are contact with earth, metal, foul water, and damage after drying, beans left over in tanks, etc. (See "Stinkers.")

Droughted beans or drought affected: either coated, as above, or misshapen but free from silverskin. (See also "Ragged.")

Dull, unnatural color: faulty drying, often suggestive of metal contamination.

Ears: broken, elephant beans.

Earthy: smells of earth; also under Liquor—"Earthy."

Faded beans: too rapid drying or old coffee. (See "Bleached" and "Soapy" beans.)

Flaky: usually very thin, light and ragged. (See "Droughted" and "Ragged" and "Light.")

Foxy: oxidized, reddish-colored, over-ripe; sometimes yellow cherry or delay in pulping.

Green, water-damaged beans: self-explanatory; usually brought about by dry parchment or hulled coffee getting wet.

Hail-damaged: usually blackish circular marks on the oval side of the bean.

Light: reference to weight of bean. (See "Ragged" and "Drought affected.")

Murram colored beans: reddish-brown in color, suggestive of contact with coffee soil.

Musty appearance: beans partly or wholly discolored, with greenish whitish fur-like color and texture. (See also Liquor—"Musty.")

Over-ripe: brownish, yellow, mbuni appearance, or "Foxy."

Pulper-nipped: sometimes discolored through oxidization in pulp or fermenting water, or through contact with metals. (See "Discolored" beans.) Provided the nipped beans are clean and not too prevalent, coffee will not be reduced in classification.

Ragged: this description most frequently refers to drought-stricken coffees. Pickings with a large proportion of immature beans, Harar seed, all give a "ragged" appearance which is foreign to typical Kenya coffee, which should be of Bourbon character, i.e. roundish bean, heavy, with fairly straight center-cut. (See also "Drought," "Flaky," "Light.")

Stinkers: usually beans which have been left in tanks or channel from previous preparation. (See also "Discolored" beans.)

Three-Cornered Beans: semi-peaberry in character.

Withered: lack of development in growth.

Other terms used are self-explanatory, such as, for raw: contains sticks, stones, pieces of cement, pods (cherry), parchment, mbuni beans, etc.; description of bean, such as: long thin type, damaged beans which cannot be definitely defined as Hail or Antestia, under-dried, unevenly dried, underfermented appearance.

Roast

Brilliant, bright: extremely bright, appears to have oil-like surface.

Broken: self-explanatory. Presence of small elephant beans which always part on roasting and give this description.

Center-cut: the dividing line of silver skin running through the flat side of the bean.

Dullish, dull; lacking luster: associated with faultily drying.

(Continued on page 69)

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D. SARAIWA

JUNE, 1957

53

coffee's changing market in the U. S.

A firsthand report on coffee in Africa

. . . and a searching examination of U. S. coffee trends

By JOHN F. MC KIERNAN, President
National Coffee Association

These are highlights of the report which NCA President McKiernan gave to the convention of the Pacific Coast Coffee Association, in session as this issue goes to press.

I returned recently from a seven-weeks trip to Africa. The trip, made at the official invitation of Belgium, France, Great Britain, Portugal and Ethiopia, covered practically all the coffee-producing areas of Africa except Madagascar.

Even before visiting Africa, I was well aware of the fact that United States imports of these coffees had increased by 150% just during the past five years, or from less than 1,000,000 bags in 1951 to more than 2,500,000 bags last year.

This was my fifth visit to Africa, and from my observations and the opinions of others, I can only conclude that Africa, as a factor in world politics and especially in the world of coffee, is on the march.

Production of Robusta and Arabica is steadily climbing. Total exports in 1950 were 4,581,000 bags, or 116% greater than in 1940. In 1956, they were 8,429,000 bags, or 298% greater than in 1940. This means that 1956 African exports were 6,311,000 bags greater than in 1940.

By comparison, during this same period exports from Latin America increased from 20,787,000 bags in 1940 to 28,488,000 bags in 1956, or an increase of 7,701,000 bags.

During my visit I had the opportunity to meet with agricultural and commercial leaders in each country, in addition to private audiences or dinner meetings with heads of state, like Emperor Haile Selassie of Ethiopia, Sir Hilton Poynton, the British Under Secretary for Colonial Affairs, the Belgian Royal Inspector for Colonies, the president of the Portuguese Junta, the Vice President and the Secretary of State of Liberia, the Governors General of the Ivory Coast and Angola, the Vice Governor General of the Belgian Congo and Ruanda-Urundi, the Ministers of Agriculture of Uganda and Kenya, and the Paramount Chief of the Chagga in Tanganyika.

In addition, I benefited by meetings with U. S. ambassadors and consular and Point-4 officials in all countries where they were stationed.

I visited coffee farms operated by both Africans and Europeans. I also visited research stations throughout Africa, and one in Lisbon, where there is a continuing study of *bimaleia* or coffee rust, a scourge of the coffee plant which, so far, has not touched the coffee-growing areas of the new world.

In all instances, farmers, scientists, association and government officials and exporters evinced dedication to their tasks of soil and plant protection, of improving growing methods, of processing and standardizing, and recognition of the importance of the consumer in their plans.

While coffee originally came from this part of the world, coffee is only now coming of age in Africa.

Coffee grows wild in some regions, especially in Ethiopia. It is grown on large estates in some territories, and in small plots of 100 to 1,000 trees in other regions. The natives of Africa take to farming naturally, and under the guidance and direction of Europeans, they are capable of satisfactory results. Although statistics are inconclusive, indications are that they obtain about the same per tree production as in Latin America.

In some regions coffee is grown under shade, as in Central America, and in others it is grown without shade, as in Brazil. It is cultivated from almost sea level to altitudes of 5,500 feet. Contour farming and mulching are practised, and farms are found in flat lands, in rolling country, and on the steep slopes of hills and mountains, as in Colombia. Less than one-fourth of all the coffee grown in Africa is Arabica. Practically all of this is grown in Ruanda-Urundi, Kenya, Tanganyika and Ethiopia.

The producing nations of Africa as well as the European "home" governments of these nations are alert to the importance of their coffee in the world market, and are equally aware of the importance of the United States and the European Common Market in their plans for economic development. At the same time, they recognize the need for accelerated promotional investments to increase consumption so that the world's absorption rate may keep pace with increases in the world's production.

Those in Africa concerned with coffee as an important economic factor in their national welfare look to Latin America because of its greater experience. They recognize the agronomical advances initiated by the Latin American producers, and they welcome an exchange of research information and experiences with the new world's coffee leaders.

(Continued on page 58)

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Coffee Importers and Agents



the story of coffee in stamps

By THEODORA KOCH

The story of coffee has been told through almost every medium of human expression. Legends about its origin and discovery range from the tale of the shepherd whose goats indulged in all sorts of antics after consuming coffee berries, to the story of the revelation of the coffee drink to Mohammed by the Angel Gabriel. Many historical events and movements had their beginnings in the coffee houses of Europe. Its delights and virtues have been extolled in literature, art and music.

Its story is also told by postage stamps.

In 1847 the first adhesive postage stamp was used to evidence the fact that the appropriate fee for the delivery of a letter had been paid by the sender. The use of stamps opened a new field for education and propaganda. One after another, the nations used their postage stamps as a means of telling the world about their history, their famous men, their industries, their products and other important facts about themselves. They did it through the medium of the illustrations on their stamps.

Coffee played such an important part in the economy of many nations that a collection of postage stamps issued by such countries tells an interesting story.

A few of these stamps, which form the beginning of such a collection, are shown in the illustration on this page.

Three of the stamps shown were issued by Colombia, which for many years has been one of the leading producers of coffee, its cultivation having been started there as early as 1808. One stamp, showing a coffee plantation, was issued in 1932; a second, issued in 1933, shows coffee picking; and the third, also showing women picking coffee, came out in 1939.

Pictures of the coffee berries, flowers and leaves appear on several of the other stamps shown. Some of the stamps are roasted coffee brown in color. One is in full color, with red berries, white flowers and green leaves showing up well against a yellow background. The caption in the corner of this stamp, issued in 1947, "mild coffee."

Another Colombian stamp, showing brown beans and white flowers within a dark blue border, is an air-mail stamp issued in 1932, one of a series showing the products of that country.

One of the stamps which is the contribution of El Salvador has a portrait of Tula Serra Morazan, who was elected "beauty queen" for the year 1924. The selection of a beauty queen used to take place each year during the month of August at a ball held in San Salvador. The issuance of this stamp, bearing the likeness of the beauty queen in conjunction with the coffee border, gave rise to the custom, still going strong, of electing a "coffee queen" each year.

Three of the stamps shown were issued in 1952 in commemoration of the 200th anniversary of the cultivation of coffee in Cuba, indicating the date of introduc-



Some of the coffee stamps issued by producing countries.

tion as 1748. First is a green stamp showing hands holding coffee beans; the next stamp is red and bears the map of Cuba and a coffee picker; the third, executed in green and blue, shows a farmer bearing a tray of beans.

A coffee stamp, artistically executed in green, was issued by Haiti in 1928. Coffee has been grown in Haiti from the time of the introduction of its cultivation in the new world. The earliest planting there took place in 1715. The export of coffee constitutes the major portion of Haiti's trade.

A multi-colored stamp from Brazil, issued in 1938, shows bags of Brazilian coffee and branches bearing berries. Brazil has long been the world's leading producer of coffee. Coffee cultivation was introduced into Brazil in 1727 by Captain-Lieutenant Francisco de Mello Palheta, who brought plants to Para from Cayenne, in French Guiana. It was originally used as an ornamental shrub, chiefly in the monasteries. Only after it became of economic importance in Cuba was it grown commercially in Brazil.

Costa Rica issued a series of three stamps in 1945 in different denominations all bearing the same illustration—coffee harvesting. In 1921 she issued a single stamp to commemorate the first centenary of the introduction of coffee-raising in that country, although history indicates that coffee was introduced into Costa Rica from Cuba in 1779 by Don Francisco Xavier Navarro. The Costa Rican stamp shown in the illustration is one of the 1945 series.

Guatemala was late in getting under way as a coffee-producing country, the industry not having been undertaken seriously until 1875. Today coffee represents 80% of its exports. One stamp of a series illustrating the

products of Guatemala, issued in 1950, shows coffee picking.

The stamp from the French Cameroons, in Africa, was issued in 1951. The coffee grown here is exported chiefly to France. Again, a coffee picker is shown.

The last stamp is from New Caledonia, a pacific island. The stamp shows the leaves, blossoms and berries of the coffee plant.

These are only a few of the stamps available for the collector interested in coffee. Other countries, including Yemen (where the tale of the dancing goats originated), Honduras, Venezuela, Liberia, Mozambique, St. Thomas and Prince Islands, etc., have issued coffee stamps.

Coffee stamps provide the collector who is a coffee man with an interesting pursuit which may continue as long as postage stamps are issued.

JFG Coffee names new officers

Directors of the JFG Coffee Co., Knoxville, Tenn., have named Floyd P. Goodson, Sr., chairman of the board and his son, Floyd Jr., from executive vice president to president.

John A. McReynolds, who was truck salesman, office manager and credit manager during his 18 years with JFG, was promoted to vice president.

Re-elected were C. A. Rodgers, vice president, and Miss Meta Goodson, secretary. Miss Goodson is a sister of the elder Mr. Goodson.

The younger Mr. Goodson started in the coffee business in his early teens and had served as an executive vice president since World War II.

Make your coffee sales rise with temperatures, PACB suggests to roasters

"To make your local brand advertising most effective, gear it to local temperatures, the Pan-American Coffee Bureau recently suggested to roasters across the country. 'When it's hot, push iced coffee—when it's cool, push hot coffee.'

This is easy to do, PACB pointed out:

"Have your hot weather advertising all prepared as you do your regular advertising. When the weather forecast is continued warm and when the temperature has reached a stipulated point, release the hot weather advertising. This stipulated point is easily found: it is the average monthly summer temperature plus 4°.

"Newspapers are accustomed to this form of releasing advertising. It has worked effectively with anti-freeze and soft drink campaigns for years."

PACB sent to roasters a reprint of an article on the subject, "Summer's challenge gets hotter," by Donald L. Stevens, from the February, 1957, special iced coffee issue of *COFFEE & TEA INDUSTRIES*, formerly *The Spice Mill*.

Insertion orders for newspaper advertising should be paralleled by instructions for radio and television commercial scheduling, PACB said. When the temperature reaches 40° over the monthly summer average, have "hot weather commercials put on the air.

The Bureau of Advertising, ANPA, has just published a 32-page booklet on a "beat the heat" plan for coffee sales, explaining how to tie iced coffee advertising to temperature changes, PACB told coffee men.

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coffee's changing market in the U. S.

(Continued from page 54)

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S. A. SCHONBRUNN & Co., Inc. • 77 Water Street, New York, N.Y.

In summary, then, there has been a striking and significant evolution in the African coffee picture. But this is only part of the change that is taking place in overall coffee production.

In Latin America, the principal source of our supplies, there are similar changes taking place. This is especially true in Brazil, where the millions of new trees planted in 1954 will be coming of full fruiting age two years from now. All indications point to ample coffee production in the early future.

Now let's take a look at the consuming market for coffee in the United States for the next few years. Can U. S. consumption *automatically* and with only the present amount of promotion rise to meet the challenge presented by the increased production forecast by experts in the U. S., Africa and Latin America? Or will it need an extra promotional boost?

In a recent issue of *Advertising Age*, the research director of the world's largest advertising agency presented a dramatic forecast of the changes in our national economy. Noting that economists are predicting a rise in total national production of goods and services from the 1956 level of \$412 billion to more than \$600 billion in 1967, Arno Johnson, of the J. Walter Thompson Co., says that to support this increased production the American standard of living must expand by at least 50% in the next decade.

Mr. Johnson goes on to say that such an advance in living standards could expand the demand for agricultural products—*providing* sufficient promotion and educational effort is directed to the changing and upgrading of people's habits, desires and concepts of food as they move up in productivity and income.

"The magnitude of the job to be done in changing consumer habits, as well as the great opportunity for expanding sales in nearly every field of production and services," this expert continued, "suggests the need for raising our sights in the whole marketing area . . . This suggests the need for reorientation of objectives and re-examination of markets and methods—not in relation to the past but in view of the new and changed opportunities . . . It suggests re-examination of the sales organization and the advertising budgets—to see if they are adequate for the job to be done and for the opportunity that exists."

This nation is continuing to enjoy exceptional prosperity. Since the Korean War shortages have slowly but definitely disappeared. Now it is easy to buy the car or home appliance of your choice, and probably at a discount, and your favorite brand of frozen food, coffee or other foodstuff is readily available. The seller's market is gone.

What does this mean?

It means that the consumer is more cautious and more choosey in his selections. It means that we are in a buyer's market and it means that sales increases are not easily achieved.

Sales Management magazine says business plans to increase research expenditures by 20% in 1957 and will continue to step up research through 1960. By 1960 at least 10% of total manufacturers' sales are expected to be in products not made in 1956. And one third of all

manufacturing firms are planning capital expenditures this year for the purpose of bringing out new products. However, while we are in a highly competitive period there will continue to be expanded sales and profits for those companies that keep conversant with the age groups, the habits and taste changes of those who constitute their actual and potential market.

The American consumer is a member of a nation that has completed its most lucrative first quarter. Our government is budgeting the highest peacetime outlay of funds in its history. Personal incomes are higher, personal savings are up, and the nation's industrial leaders are expected to invest nearly \$40 billion for increased production and distribution facilities this year.

But certainly the greatest and most influential change in this market is to be seen in the size and composition of the market.

Within a few short years, our bumper crops of war and postwar babies will be entering their later teens. Our total population has increased from 151,000,000 in 1950 to more than 164,000,000 in 1955, and it's expected to exceed 178,000,000 in 1960. As for the change in the 15-to-19 age group—all potential coffee consumers—there were 11,186,000 in 1955; there are expected to be 13,381,000 in 1960; and 1965 projections place the figure in excess of 17,100,000!

As individuals, these boys and girls represent potential coffee consumers. And when we consider that, for girls, 18 years is the most popular age for marriage, we can regard each young lady in that bracket as the potential mistress of a coffee-consuming—or a non-coffee-consuming—household.

As long ago as 1954, at the National Coffee Association's annual convention, we urged this industry to go after the enormous present and future sales potential of the teen-age market. And we've been urging the same strategy constantly ever since then—in our public addresses, our films, our booklets and our weekly newsletters.

There is not a single competitive beverage industry that has not been awakened to the strategy of winning these present and future consumers. And some of our competitors have already won millions of them!

The Pan-American Coffee Bureau, in its latest survey of coffee drinking in the United States, found that nearly 54% of the population between 15 and 19 drinks no coffee, and that only 27.4% of the remainder drinks more than one cup a day. This, notwithstanding the fact that our Benson & Benson study found that 16 was the median age at which most mothers would permit their children to drink coffee regularly.

We have touched on the age changes that are affecting the market. Now let's consider the taste and habit changes. Let's consider first how consumers have changed the very product itself—I mean the ultimate product, brewed coffee.

In 1949, the Pan-American Coffee Bureau's survey of coffee drinking disclosed that the average homemaker was brewing 45 cups of coffee from each pound she used. The following year, this proportion jumped to over 52 cups, and in 1954 the Bureau's yearly survey found it all the way up to nearly 63 cups per pound. Since then, it has settled down to 60 cups.

If these figures are accurate, then in this scale of brew-

(Continued on page 63)

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Solubles

Mexico officially opens soluble coffee plant

Mexico's new plant for the processing of regular and instant coffee, built with U. S. technical assistance, was officially opened in May.

The plant reportedly will utilize about 35,000 to 40,000 bags of green coffee annually in producing instant coffee.

Located just outside Mexico City, the plant is reported to be one of the most modern and efficient processing installations of its kind.

It represents nearly 100% Mexican capital investment, though processing procedures and equipment are of U. S. origin.

Equipment includes facilities not only for complete processing and distribution of soluble coffee but also regular coffee.

The present capacity can be increased by 50% as the need arises.

Distribution is to be in both foreign and domestic markets, particularly the latter.

Kroger tries "Flavorama" on instant coffee label

The Kroger Co., Cincinnati, has added a subtitle to its Kroger Instant Coffee. The label on the coffee now carries the name, "Flavorama," reports Supermarket News.

This is not a name change, according to a Kroger spokesman, but more in the nature of a special promotion to increase sales. The name, Flavorama, may or may not be retained, depending upon its acceptance.

In certain Kroger regions, special prices on Kroger Flavorama are now in effect, but pricing and promotion are controlled by regional managers, it was said.

The company inaugurated the promotional idea to acquaint customers with Kroger instant, which has been slightly changed, according to the firm spokesman.

He said that Kroger Flavorama was the result of new processes employed at the recently opened instant coffee plant here.

The new Kroger instant, he said, has more body and flavor, hence the special Flavorama.

More families using solubles, study shows

The 12th annual Consolidated Consumer Analysis conducted by newspapers in 23 U. S. market areas disclosed that 51.8% of the 70,000 families participating in the project were users of instant coffee this year, as against 48.0% in 1956 and 45.0% in 1955, according to a report in the National Coffee Association's newsletter.

Here are the results, by cities, for 1957 (with 1955 in parenthesis): Chicago 46.1% (—); Cincinnati 62.5% (60.0%); Columbus 66.0% (63.8%); Denver 47.7% (—); Duluth-Superior 35.6% (30.9%); Fresno 50.0% (41.3%); Honolulu 56.5% (43.3%); Indianapolis 57.1% (45.0%); Long Beach 53.5% (45.2%); Milwaukee 51.8% (46.5%); Modesto 46.5% (42.1%); Newark 67.9% (72.2%); Omaha 41.2% (41.2%); Phoenix 48.8% (43.9%); Portland, Me. 75.6% (44.2%); Portland, Ore. 48.6% (45.7%); Sacramento 53.9% (44.2%); San Jose 52.0% (51.0%); Seattle 48.1% (39.9%); St. Paul 30.9% (30.9%); Washington, D. C. 68.3% (66.3%); and Wichita 50.3% (—).

Plan for international body to promote coffee, exchange information approved by OAS

A proposed outline for an International Coffee Organization, submitted by the sub-committee of the Special Commission on Coffee, was approved in Washington by the Inter-American Economic and Social Council of the Organization of American States.

It will now be submitted to interested governments for approval.

The organization as proposed would provide for collective action in the form of joint and continuing studies of problems, trends and developments in the industry; joint efforts to improve coffee quality and processing; research into alternative uses; analyses of markets and consumer tastes and preferences; and cooperative promotional programs to expand world demand.

It is felt by the subcommittee that such cooperative collective action, even though limited in scope, would develop among participating countries a mutual understanding leading to a better appreciation of the interests and problems of both exporting and importing countries.

The proposed agreement, it is also said, is not incompatible with eventual measures that might be taken toward promoting a greater stabilization of world coffee prices, yet can stand on its own feet with member countries under no obligation to expand its scope, although additional measures could be considered if and when action appeared desirable.

The subcommittee believes the International Coffee Organization can be financed within an annual budget of about

\$8,000,000, to be collected almost in its entirety from a small assessment on coffee exported by participating countries.

The proposal would make contributions for promotional activities mandatory for exporting countries, but only voluntary for importing countries.

Gas seepage at Maxwell House Coffee plant in Hoboken, N. J., kills 60

A gas similar in smell and effect to chloroform seeped out of a tank at the Maxwell House Coffee plant in Hoboken, N. J., and killed nearly 60 persons.

Most of them were revived with oxygen at the plant infirmary or an adjacent park, but 25 were rushed to hospitals. They were reported in fair condition.

The company said trichlorethylene, used in extracting caffeine from green coffee beans, leaked out of a 12-foot stainless steel tank and quickly spread through the building.

The substance is non-toxic and non-explosive, but drains oxygen from the air.

Coffee areas in Mexico

Coffee is produced in Mexico in the southern half of the country, with the larger concentrations of acreage in the states of Veracruz, Chiapas and Oaxaca.

Veracruz produces about 42%, Chiapas and Oaxaca 41%, and the balance comes principally from Guerrero, Hidalgo and Puebla.

Over 80% of Mexico's coffee is plantation grown, of the washed variety, and goes into export trade.

Less than 20% of Mexico's coffee is small farm or peasant produced, and are naturals to be used for domestic consumption.

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Spreading the coffee story

The Pan-American Coffee Bureau's pinpoint study of United States exports in relation to Latin American coffee imports is deepening understanding and goodwill for coffee in many localities across the country.

In addition to national coverage in press service business columns and business weeklies, news stories localizing the findings have been sent by PACB to more than 1,000 daily newspapers in the 48 states. Stories, with pictures suitable for television use, were sent on request to 150 television stations throughout the country.

Copies of the brochure containing the survey have gone to presidents of the companies which participated; to United States senators and congressmen; to governors of the 48 states and their commissioners of commerce; to the presidents of the state legislatures; to leading bankers and foreign trade associations; and to the coffee trade.

An illustrated talk on the survey will be presented to business and other groups around the country. A slide presentation also is available for use by these organizations.

place of coffee imports

(Continued from page 48)

ceeded that with all foreign countries and areas except Canada and Western Europe.

Trade with the coffee-producing countries is basically one in which exports and imports are in close balance, the report indicates. In the past 20 years, U. S. exports have totaled \$30,831 million and imports \$30,113 million. This is a closer ratio, the survey points out, than would be true of trade with most other parts of the world, where among other factors, U. S. loans and grants play a much more important part in helping finance U. S. exports.

The leading U. S. import from the 14 coffee-producing countries is coffee, with a dollar value in 1955 of \$1,200 million. Petroleum was in second place with \$555,000,000 and sugar in third place, with \$340,000,000. All other imports from the 14 countries added to \$783,000,000.

The United States is by far the largest user of coffee in the world, importing some 2.6 billion pounds in 1955, enough to brew well over 120 billion cups annually.

For the 14 coffee-producing countries as a whole, coffee accounts for 42% of all sales to the United States. For some individual countries, coffee's importance is even greater —accounting for 98% of U. S. sales for El Salvador, 92% for Colombia, 83% for Guatemala, 81% for Nicaragua and 77% for Brazil.

On a regional basis, the Middle Western states sell the greatest volume of products to the Latin American countries, the total reaching more than \$1 billion in 1955. Exports from the Northeast totaled \$873,000,000, while the South and Southwest exported \$563,000,000 and the Mountain and Pacific states \$253,000,000.

Employment created by these exports, by regions, was 137,200 for the Midwest with a direct payroll of \$694,200,000; 121,150 for the Northeast with a payroll of \$545,500,000; 78,850 for the South with a payroll of \$307,800,000 and 32,725 for the Pacific and Mountain states, with a payroll of \$166,400,000.

coffee's changing market in the U. S.

(Continued from page 58)

ing proportions there are two blatant notes of irony. The first is that consumers did not have to develop for themselves the idea of stretching coffee. It was suggested to them—even urged upon them. By whom? By, of all people, some coffee roasters.

These suggestions included the promise of tasteful coffee brewed in the home with preposterous formulas ranging up to 70 and 80 cups to the pound. This short-sighted disservice—both to consumers and to the industry itself—also extended to the promotion of 15-ounce and even smaller packs to restaurants and institutions. Here, if anywhere, was a wasted opportunity to sell good coffee. An eating place is an ideal showcase for an industry to offer its product in its best light to customers who are receptive. This is not the way to win friends for coffee. This is the way to alienate them!

The second ironic note in this rise from 45 to 60 cups per pound, or the decline from one pound to 14 or 12 ounces in the average brewing ratio, is this: the taste of many consumers—deliberately corrupted into accepting weak, and watery coffee during times of abnormal prices—*remained* corrupted after prices declined. In short, the strategy of roasters who set out to persuade consumers to use less of the product was all too successful. Those of them who still drink coffee are *still* using less—a classic example of successful merchandising in reverse!

We are the only industry which tries to sell more of its

product by selling less! We are the most successful promoters of diluted water!

Another change in the coffee consumption picture is the increasing popularity of soluble. Habits are changing. The National Coffee Association's survey of consumer attitudes disclosed that 13% of American coffee-drinking families now use the instant form of the product exclusively. And 38% buy and use both soluble and ground coffee in their homes. This means that soluble coffee has become part of the manner of daily living for 51% of American families, some using it exclusively and others to augment their regular coffee drinking habits.

The Pan-American Coffee Bureau reports that instant coffee sales, represented in units of two-ounce jars, increased from 175,000,000 during the first quarter of last year to nearly 224,000,000 during the first quarter of 1957. For the same comparative periods, sales of regular coffee in bags and vacuum cans were down slightly.

The consumption situation also has been altered by the widening inroads being gouged into the total beverage market by such competitors as soft drinks, fruit juices and milk. Since 1950, the sale of soft drinks has increased by 25%, fruit juices were up by more than 12%, and milk has recovered its stride and is again on the march.

We have said in the past, and I respectfully repeat, that the coffee industry's problem is not one of overproduction, but rather one of underconsumption. And if it is true that it is the role of merchandising to sustain and stimulate consumption, then this, too, is quite clear—that the reason for underconsumption may be charged to insufficient merchandising.

Next month: *Coffee advertising*



Partial view of a PROBAT roasting plant with EXPRESSO roaster and electronic control board. There are different systems for an automatic run of the roaster. All of them can easily be connected with any PROBAT roaster.

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Most coffee, tea purchases decided at point-of-purchase according to DuPont survey

Most coffee and tea purchases are decided at the point-of-purchase, according to a survey conducted for E. I. DuPont De Nemours & Co., Inc. In spices and flavors, the figures are about three in every four purchases made at the point of purchase.

According to Du Pont, 5,338 shoppers in 250 representative supermarkets in 35 cities throughout the United States were interviewed through the questionnaire method. Shopping days checked were Monday through Saturday, including evenings. Ages and occupations of shoppers closely parallel those of the total population.

Of the shoppers purchasing regular coffee, 54.2% planned to buy a specific brand and did so. The other 45.8% switched brands in the store, or planned to buy "coffee" but had no particular brand in mind, or purchased on impulse.

Only 42.7% of the shoppers went into the store with a specific instant coffee in mind and purchased it. The other 57.3% switched brands in the store, bought on impulse, or had "instant coffee" in mind and picked their brand once in the store.

In tea, the store decision proportion is even greater. Only 33.1% of the shoppers went into the store with a par-

ticular brand of tea in mind and purchased it. The balance, 66.9% of the tea sales, were either on impulse, brand switching in the store, or made with the general classification "tea" in mind, but without any particular brand favoritism.

About 25.3% of the purchasers went into the supermarket with a specific spice brand in mind and made that purchase. The other 74.7% switched brands in the store, had "spices" in mind when entering the store and made their brand selection once inside, or purchased on impulse.

Specific brands of flavors were purchased by 23.9% of the shoppers who had them in mind when entering the store. The other 76.1% purchased on impulse, had a specific brand in mind upon entering the store but switched, or had "flavors" on their list, without any specific brand in mind.

The survey also showed that the shopper averaged only 17.9 minutes in the store and purchased an average of 12.7 items.

Retail coffee salesman uses city bus

A. M. Stone, Durham, N. C., coffee salesman, startled a number of his retail grocery customers by riding up to their homes in a city bus, with John T. Davis, Duke Power Co. bus driver, as his "chauffeur."

"I've become too big an operator to use anything smaller than a bus," Mr. Stone joking told his customers as he escorted them into the bus to show his samples and discuss orders.

Actually, he had chartered the bus for the day to make the rounds on his coffee route "in a little different way."

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Aim coffee advertising at men, too, radio executive tells roasters

"To advertise a coffee brand as some other grocery products are advertised is the sheerest folly because coffee purchasers are motivated in a different way than most other food purchasers," Kevin Sweeney, president of the Radio Advertising Bureau, told the spring meeting of the Southern Coffee Roasters Association in Chattanooga.

The RAB executive pointed out that "though the record is clear that the males of the household are a major factor in coffee brand decisions," some advertising agencies for coffee companies "persist in advertising formulas which don't cover men at all."

Citing a recent study by McCall's that shows men making a quarter of all coffee brand decisions as contrasted with only 9% of canned fruit brand decisions, Mr. Sweeney said:

"Men are not readers of the Thursday food page. Men are not readers of most types of advertising for food. You must trap men into becoming interested in your advertising. Radio sneaks up on them—or at least 92% of them—telling your brand story before they know they're listening."

Regional coffee companies, particularly those packing instants, must use substantial radio advertising to hold their home market, the RAB president said:

"Maxwell House Instant's strategy of high advertising in your home market and Chase and Sanborn's 25¢-off pricing plus the ever present pressure of the chains' private labels all add up to one advertising conclusion:

"Incessant heavy advertising on your part—advertising that reaches every prospect in your market every time they are about to buy."

The only medium that regional coffee can afford that will do this job is radio, Mr. Sweeney declared.

Vacuum packing of coffee

dramatized on Canco show

Vacuum-packing coffee to preserve its flavor and freshness, was dramatized by the American Can Co. on its NBC-TV News Show.

The show demonstrated how the modern vacuum can brings fresh flavor—with convenience—to coffee drinkers.

Animated cartoons demonstrated how a vacuum-closing machine exhausts the air filled coffee cans and then seals them. With the air removed, the coffee aroma expands, surrounding the coffee and keeping it fresh indefinitely.

Canco's new "self-tracking" tear strip, which makes opening coffee cans easier, was also demonstrated.

In addition, the show pointed up the coffee break as a pleasant pause in the day's activities, and the advantages of iced coffee as a hot weather drink.

Clifford Spiller joins ad agency

Clifford Spiller, director of marketing for the Maxwell House Division of the General Foods Corp., resigned recently to join an advertising agency.

He is now associated with Sullivan, Stauffer, Colwell & Bayles, Inc., as senior vice president in charge of the Pall Mall cigarette account and member of the plans board.

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Crops and countries

coffee news from producing areas

Unity of world coffee growers to build consumption urged by Uribe at FEDECAME conference

Unity of world coffee growers to build consumption was urged by Andres Uribe, United States representative of the National Federation of Coffee Growers of Colombia, at the annual conference of the American Coffee Federation (FEDECAME) in Panama City.

Increasing world consumption is of vital importance, Mr. Uribe said, in view of huge annual crops expected in 1958, 1959 and 1960. Production for those years, he said, has been estimated in the neighborhood of 38,000,000, 45,000,000 and 50,000,000 bags respectively. World consumption during the same period, he said, would average around 37,000,000 bags. Consequently, he said, the world's coffee-growers must face up to the fact that some 21,000,000 bags of coffee might remain unsold by 1960.

Mr. Uribe cited the fact that the FEDECAME meeting marked the first time that all Latin America's coffee growing nations had the opportunity, as a united group, to consider the recommendations of the Special Commission on Coffee of the Organization of American States.

If Latin America's coffee growing nations would launch a well financed coffee promotion campaign aimed at Europe, the Soviet Union and China, the concept of "tragic over-production" will become meaningless in the future, he emphasized.

He pointed out that when the Pan-American Coffee Bureau was founded in 1937, United States consumption was 13,000,000 bags annually. Twenty years later it had climbed to 21,000,000 bags, or an increase of nearly 62%.

When promotion was started in Canada in 1952, he said, annual imports were 622,000 bags. After four years of promotion by PACB, annual imports hit 829,000 bags, in 1956.

In stressing the need for unity among the coffee growing nations, Mr. Uribe pointed out that the strength which the Latin American countries would draw from acting together on coffee matters could also be applied to other economic aspects of commerce and trade.

Mr. Uribe suggested that a goodwill mission composed of Latin American coffee men should be immediately sent to the producing areas of Africa and the consuming centers in Europe. He said that when the coffee men visited the African coffee areas they would discover that the problems of production "had no nationality, color or religion."

Though the benefits of cooperation are quite obvious to all honest observers, he said, there are still voices calling for the continuation of unilateral solutions to the problems of the coffee industry. These advocates, Mr. Uribe said, are men of "shortsightedness with a philosophy that is based on the anachronistic concept of 'divide and rule.'" The correct answer to these advocates, he said, is unity on a worldwide level.

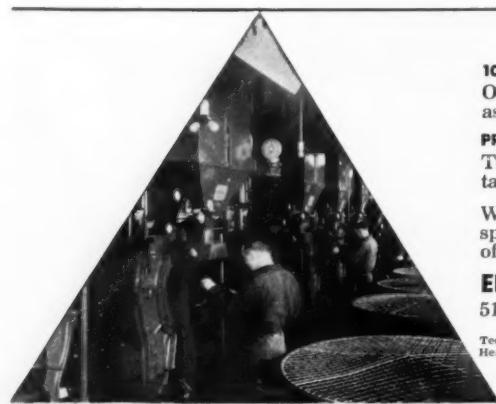
Mr. Uribe said that in a world where so many aspects of commerce, industry and politics were dominated by collectivization, merger and protective treaty, leaving the coffee industry unprotected would be "equivalent to putting it under the 'law of the jungle'."

Coffee holds firm as Colombia

moves toward peso devaluation

Coffee prices held firm at this writing as Colombia moved toward devaluation of the peso. The National Federation of Coffee Growers indicated support buying to offset effects on coffee of the planned devaluation.

In addition, The Exchange Control Board announced from Bogota that all shipments made after May 1st would



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be payable at the exchange rate valid at that date when the remittances are authorized, thus forestalling the devaluation date.

Antonio Alvarez Restrepo was appointed Finance Minister of the new government. Mr. Alvarez was Finance Minister from 1951 to 1953, and later was president of the Banco Cafetero."

Puts Mexico's 1956-57 crop at 1,750,000 bags

Miguel Angel Cordera, president of Mexico's National Coffee Commission, has stated that the 1956-57 Mexican crop reached a record 1,750,000 bags, of which 1,000,000 bags has been exported.

Domestic consumption takes 300,000 bags and the remainder of 450,000 is being stored, but may be sold later, Mr. Cordera said.

He indicated the outlook for the 1957-58 Mexican crop is bright.

Negotiate removal of Japanese duty on coffee

Japan and Brazil are negotiating the removal of the Japanese import duty on coffee, according to a Comtelburo report.

It is hoped that if the duty is lifted Brazil will be able to supply 60% to 70% of Japan's coffee imports, as in prewar days.

Japan now gets 25% to 32% of her coffee from Brazil.

See Ivory Coast coffee at 100,000 tons

Trade sources in Abidjan put the Ivory Coast coffee crop at about 100,000 tons.

This would compare with the provisional total for last

year of 85,000 to 90,000 tons, and with a final figure for 1955 of 110,000 tons.

firmer indications regarding the 1957 crop will not be available before July.

East Coast growing as supplier of private label instant coffee

Continued growth is reported by the East Coast Coffee Corp., New York City, as processors of instant coffee for private label use.

East Coast is an affiliate of Nathon Coffee, which has been supplying institutions and other coffee users with roasted and green coffee since 1895.

East Coast has announced it can supply buyers with instant coffee under their own private label or one from East Coast's collection of stock labels.

Only absolutely sweet drinking coffees are used in the making of this new instant, and they are kept at a full roast, the company stated. The result is a heavy bodied, high grade coffee, East Coast said.

East Coast's Instant also has longer shelf life because all fats and oils are removed from the concentrate before dehydration, and because East Coast's instant has an extremely low moisture content, less than 2.5%, the company added. The treatment of the concentrate in this manner results in a sparkling clear beverage, East Coast explained.

Long coffee and coffee-processing experience plus careful laboratory control assures uniformity and, therefore, constant consumer satisfaction, the company declared.

East Coast's instant is available in bulk, all size jars, the traditional institutional Pouchpak, in 1/2 lb. packages, liquid and concentrate.

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Fine Colombian Coffees

New high speed net weigher for can lines

designed for multiple unit installation

A new model Bar-Nun "Auto-Check" Net Weigher, designed for installation in multiple units in high speed can lines—and including the can moving, timing and packing equipment—has been announced by the manufacturer, the B. F. Gump Co., Chicago.

The equipment is available in eight sizes, to automatically feed, weigh-fill, pack and eject cans to closing machine conveyors at speeds of 15 to 145 per minute.

A unique new power feed enables the Series No. 100 Bar-Nun "Auto-Check" Net Weigher to weigh all coffee grinds—fine, drip and regular—with extreme accuracy, it was stated. One-pound weights of recommended materials can be guaranteed to be within 1/64-ounce, plus or minus, Gump declared.

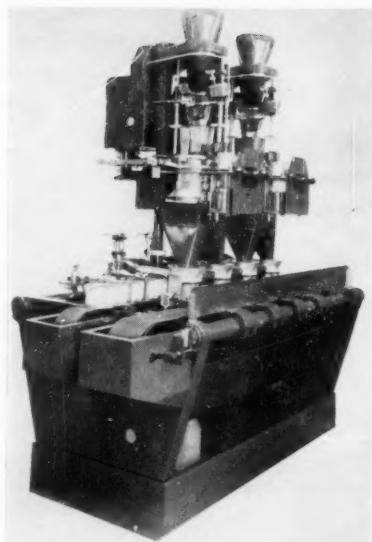
Accuracy of each discharge is indicated instantly by pointer and dial.

The approximate weight range of the standard weigher is eight ounces to one and a half pounds.

No operator is required if empty cans are brought by gravity or other means to the can feeding conveyor. Only occasional supervision of weights is required to assure the guaranteed extreme unit weight accuracy, it was emphasized.

Interlocking controls automatically place empty cans in receiving positions under weigher discharge spouts, as the filled and packed cans are ejected to the continuous belt conveyor feeding the cans to the closing equipment. Packing is accomplished with the cans in a stationary position, with the packer mechanism enclosing the can to prevent spillage.

Simplification of the indexing, can handling and packing mechanism, by use of air pistons and electrical controls, eliminates many mechanical parts formerly used in this type of equipment, and substantially reduces maintenance requirements.



The new Series No. 100 Bar-Nun "Auto-Check" Net Weigher, designed for installation in multiple units in high speed can lines—and including the can moving, timing and packing equipment. It is available in eight sizes, to feed, weigh-fill, pack and eject cans to closing machine conveyors at speeds up to 145 per minute.

Each Bar-Nun "Auto-Check" Net weigher in the line operates as an individual machine, and can be inoperative without affecting the operation of the others.

For the most efficient, sustained production performance, each Bar-Nun Weigher is scheduled at 15 discharges per minute. Available speeds of up to 20 discharges per minute per weigher provide the safety factor required to meet rated capacities under plant operating conditions, and to allow for adjustments or cleaning of one of the weighing units while scheduled production is maintained.

Series No. 100 Bar-Nun "Auto-Check" Net Weighers are also available without can line equipment, for manual filling of any type of container, or for application to automatic packaging lines handling cartons or bags.

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a glossary of coffee terms

(Continued from page 52)

Hard: a desirable roast with a dark grain which, when crushed or ground, gives the full and desirable aroma of coffee.

Mottled: mottled beans are caused by uneven drying. They are not always very detrimental to cupping when the coffee is fresh, but coffee of this type will not keep long and deteriorates in transit overseas.

Open: an open bean is one in which the center-cut is inclined to part on roasting. Some open beans derive from lighter coffee, and of these some can be eliminated in the washing channel and some by air separators at the curing works, but all open beans are not necessarily light coffee. Typical of coffee grown at lower altitudes.

Ordinary: self explanatory.

Pales and Semi-pales: yellow in color; they stink when crushed or ground. "Pales" come from immature or drought-affected coffee, and are beans with little or no grain. These can largely be eliminated in the washing channel. "Amber" beans and "Green parchment" beans frequently cause pales in the roast.

Ragged: ugly misshapen beans, semi-elephants, and droughted coffee.

Softs: good quality coffee is often spoiled by the presence of "softs." Soft beans have no grain, are of a dull yellow color. Coated raw beans produce "softs" to "pales."

Liquor

Bricky: produced by the use of B.H.C. insecticides to control mealybug, etc. Now practically non-existent.

Carbolic, Chemical Type and Disinfectant Type: self-explanatory. Workers having had wounds on legs treated and then working in tanks can produce this type of flavor. Certain emulsions in the manufacture of sacks is also a cause.

Common, commonish: poor liquor, lacking acidity but with full body. Usually associated with coated raws and softs and pales in roast.

Earthy: self-explanatory. Not to be confused with "Grassy."

Foul: quite foul. Objectionable liquor often similar to rotten coffee pulp. Sometimes the most advanced stage of fruity and sour coffees. Causes mostly bad factory preparation or polluted water being used. It must be noted that one badly discolored pulper-nipped bean is sufficient to give a foul cup to an otherwise good liquor.

Fruity: First stage of sourness; caused by over-ripe and yellow cherry, fermentation with too many skins.

Green, greenish: A flavor suggestive of hay. More common in early pickings, and in some coffees the flavor is lost a few weeks after curing. Seldom found in coffees which have been really thoroughly dried.

Grassy: a very pronounced green flavor, often most unpleasant. Lower-grown coffees with damaged beans, such as stephanidores, dried near the ground on hot wet days, would appear to be most likely to produce this flavor.

Harsh: self-descriptive. A harshness of body. Coffee of immature raw appearance (not necessarily green cherry) frequently has the harsh flavor. Drought-stricken or over-

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IMPORTERS - COFFEE

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bearing trees producing mottled cherry very frequently give this flavor. A remedy is to pick the crop from such trees separately.

Mbuni: sour character.

Musty: self explanatory. Caused by piling or bagging very wet parchment, or parchment getting wet after being dried. (See Raw—"Color.")

Onion flavor: often bordering on foul. Now associated with the use of badly polluted and stagnant water.

Sour, sourish: unpleasant flavor, suggesting of rotting coffee pulp; also suggestive of *mbuni* flavor. Caused by faulty factory work, improper fermentation resulting in a continuation of the fermentation process during the earlier stages of drying, over-ripe and yellow cherry, delayed drying causing a heating of the coffee, excess fermentation with many skins; discolored pulper-nipped beans a frequent cause. (See 'Foxy'.)

Strong: unbalanced liquor where body predominates to the point of being tainted.

Taint (Tainted): a term used to denote the presence of flavors which are foreign to good clean liquor, but which cannot be clearly defined or placed in any category. At the request of planters the term "taint" is not now used, and is substituted by the phrase "unclassified flavor." Where the foreign flavor can be defined it is, of course, noted.

Thin: lacking body.

Unclean: almost foul.

Woody: a flavor peculiar to old coffee. Coffee stored at the coast tends to develop this flavor quicker than in Europe.

It should be noted that reports issued by the Liquoring Department are intended to assist planters in their preparation, as well as to give a guide to the commercial value of the

coffee. For this reason, the slightest taint or foreign flavor is noted on the reports, but the presence of a slight taint in any liquor does not always affect the classification, particularly in cases where the coffee has a good raw and *roast* appearance.

Olympic announces automatic coffee maker

With 20 months of field testing completed, the Olympic Metals Corp., Chicago, announces that the Olympic Automatic Coffee-Maker is now in full production. Distribution has been set up and 220 volt units are now available in most sections of the country, while 110 volt units will be in production soon.

The new Olympic automatic unit will make up to 360 cups of coffee every hour—12 cups at a time—so that fresh coffee is always ready to be served, the company said.

In addition to making coffee, the Olympic automatic provides the exact amount of boiling hot water needed for the preparation of tea, hot chocolate, instant soups, etc., it was stated.

Designed to save space, the unit is 21 inches high, 10½ inches wide, and 24 inches deep and is constructed of gleaming stainless steel. Fully automatic, it features push-button control.

Green coffee imports down

Green coffee imports into the United States in the first quarter of 1957 totalled 825,700,000 lbs., according to the U. S. Department of Commerce.

This was 3.2% less than imports in the first quarter of 1956.

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Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ahmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Arg-State—Argentine State Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-W'n—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Brodin—Brodin Line
 Col—Columbus Line
 Cunard—Brocklebanks' Cunard Service
 Delta—Delta Line
 Doder—Doder Lines
 Dreyfus—Dreyfus Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farell Lines
 Grace—Grace Line
 Granco—Transportadora Grana Colombiana, Ltda.
 Gulf—Gulf & South American Steamship Co., Inc.
 Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java-Pacific Line
 Lamp-Ho—Lampert & Holt Line, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mameric Line
 Mormac—Moore-McCormack Lines, Inc.
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 PAB—Pacific Argentine Brazil Line
 PacFar—Pacific Far East Line, Inc.
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 Prince—Prince Line, Ltd.
 PTL—Pacific Transport Lines, Inc.
 R Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Royal Inter—Royal Intercean Lines
 SCross—Southern Cross Line
 Sprague—Sprague Steamship Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 UFruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Cb—Chicago
 Cbsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gj—Gulf ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Ml—Montreal
 Mo—Mobile
 NO—New Orleans
 NY—New York
 Nf—Norfolk
 NN—Newport News
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver
 Wi—Wilmington

COFFEE BERTHS

SAILS	SHIP	LINE	DEU
ABIDJAN			
7/3	Del Alba	Delta	N07/19
8/1	Del Campo	Delta	N08/18

SAILS	SHIP	LINE	DEU
AMAPALA			
6/23	Yucatan	UFruit	Cr ³ 6/27 N07/4

SAILS	SHIP	LINE	DEU
ANGRA DOS REIS			
6/24	Evanger	Wes-Lar	LA7/20 SF7/22 Po7/27 Se7/29 Va7/30
7/23	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28

SAILS	SHIP	LINE	DEU
BARRANQUILLA			
6/10	Santa Anita	Grace	LA6/27 SF6/29 PS7/4
6/11	Telde	UFruit	N06/16
6/11	Santa Ana	Grace	NY6/19 Ba6/22
6/13	La Rioja	Granco	Ba6/19 Pa6/21 NY6/22
6/15	Byfjord	UFruit	NY6/23
6/18	Santa Teresa	Grace	NY6/26 Pa6/29
6/20	Agnete Torm	Granco	Ho6/28 Ga6/29 N07/1
6/22	Catherine Sartori	UFruit	NY6/30
6/22	Leon	UFruit	N07/1
6/25	Santa Catalina	Grace	NY7/3 Ba7/6
7/6	A steamer	UFruit	NY7/13
7/13	Telde	UFruit	N07/22
7/20	Catherine Sartori	UFruit	NY7/27

SAILS	SHIP	LINE	DEU
BARRIOS			
6/10	Cubahama	UFruit	Ho6/14
6/14	Candida	UFruit	NY6/23
6/18	Lempa	UFruit	N06/21
6/21	Lovland	UFruit	NY6/29
6/22	Cubahama	UFruit	Ho6/26
6/28	Christine	UFruit	NY7/6

SAILS	SHIP	LINE	DEU
BUENAVENTURA			
7/2	Telde	UFruit	NY7/6
7/3	Cubahama	UFruit	Ho7/7
7/5	Jersbek	UFruit	NF7/13
7/12	Candida	UFruit	NY7/20
7/14	Cubahama	UFruit	Ho7/18
7/16	Leon	UFruit	N07/22
7/19	Lovland	UFruit	NY7/27
7/25	Cubahama	UFruit	Ho7/29
7/20	Lempa	UFruit	N08/2

SAILS	SHIP	LINE	DEU
CARTAGENA			
6/10	La Rioja	Granco	NY6/17
6/11	Quito	Granco	Pa6/19 Ba6/21 NY6/22
6/13	Ecuador	Granco	LA6/29 SF7/2 Va7/11
6/14	Santa Anita	Grace	LA6/27 SF6/29 Pa7/14
6/14	Neiva	Granco	Ho6/21 Ga6/22 N06/26
6/16	Gulf Bunker	Grace	Ho6/27 N06/30
6/18	Santa Luisa	Grace	NY6/25
6/21	Cali	Granco	Pa7/1 Ba7/2 NY7/3
6/23	Santa Marta	Granco	Ho7/1 Ga7/3 N07/7
6/25	Manizales	Granco	Pa7/4 Ba7/6 NY7/7
6/25	Santa Isabel	Grace	NY7/2
6/28	Gulf Farmer	Grace	Ho7/8 N07/11
6/30	Medellin	Granco	Pa7/9 Ba7/10 NY7/11
7/2	Santa Flavia	Grace	LA7/11 SF7/14 PS7/20
7/4	Popayan	Granco	Ho7/11 Ga7/13 N07/17
7/9	Gulf Merchant	Grace	Ho7/19 N07/22

SAILS	SHIP	LINE	DEU
CORTES			
6/15	Candida	UFruit	NY6/23

SAILS SHIP LINE DUE

6/16 Lempa UFRUIT NO6/21
 6/20 Cubahama UFRUIT Ho6/26
 6/22 Lovland UFRUIT NY6/29
 6/29 Christine UFRUIT NY7/6
 6/30 Telde UFRUIT NY7/6
 7/1 Cubahama UFRUIT Ho7/7
 7/6 Jersbek UFRUIT NY7/13
 7/12 Cubahama UFRUIT Ho7/18
 7/13 Candida UFRUIT NY7/20
 7/14 Leon UFRUIT NO7/19
 7/20 Lovland UFRUIT NY7/27
 7/23 Cubahama UFRUIT Ho7/29
 7/26 Lempa UFRUIT NO8/2

CRISTOBAL

6/27 Leon UFRUIT NO7/1
 7/2 Choluloteca UFRUIT NY7/9
 7/11 Lempa UFRUIT NO7/15
 7/18 Telde UFRUIT NO7/22

DAR es SALAAM

6/16 Lawak Nedlloyd NY7/18 LA8/4 SF8/8 Po8/14 Va8/20
 6/24 Afr Star Farrell NY7/20
 6/26 Kenneth McKay Lykes Gulf 7/31
 7/6 Kertosono Nedlloyd NY8/8 LA8/25 SF8/29 Po9/4 Se9/8 Va9/10
 7/16 Afr Rainbow Farrell NY8/11
 8/16 Samarinda Nedlloyd NY9/18 LA10/6 SF10/10 Po10/16 Sel0/20
 Va10/22

EL SALVADOR

6/24 Tritone Italian LA7/4 SF7/8 Va7/14 Se7/17 Po7/23
 6/28 Winnipeg French LA7/8 SF7/11 Va7/15 Se7/20 Po7/22

GUATEMALA

6/25 Tritone Italian LA7/4 SF7/8 Va7/14 Se7/17 Po7/23
 7/2 Winnipeg French LA7/8 SF7/11 Va7/15 Se7/20 Po7/22

SAILS SHIP LINE DUE

GUAYAQUIL
 6/11 Neiva Granco Ho6/21 Ga6/22 NO6/26
 6/19 Cali Granco Pa7/1 Ba7/2 NY7/3
 6/20 Santa Marta Granc Ho7/1 Ga7/3 NO7/7
 6/23 Manizales Granco Pa7/4 Ba7/6 NY7/7
 6/28 Medellin Granco Pa7/9 Ba7/10 NY7/11
 7/1 Popayan Granco Ho7/11 Ga7/13 NO7/17

LA GUAIRA

7/22 Rio Jachal Arg-State NY7/27
 8/5 Rio Tunuyan Arg-State NY8/10
 8/26 Rio de La Plata Arg-State NY8/31
 9/9 Rio Jachal Arg-State NY9/14
 9/23 Rio Tunuyan Arg-State NY9/28
 10/10 Rio de La Plata Arg-State NY10/19

LIMON

6/22 Yucatan UFRUIT Cr² 6/27 NO7/4
 6/28 Choluloteca UFRUIT Cr² 7/1 NY7/9

LA LIMON

6/12 Byfjord UFRUIT NY6/23
 6/19 Catherine Sartori UFRUIT NY6/30
 6/25 Leon UFRUIT NO7/1
 7/3 A steamer UFRUIT NY7/13
 7/9 Lempa UFRUIT NO7/15
 7/10 Byfjord UFRUIT NY7/20
 7/16 Telde UFRUIT NO7/22
 7/17 Catherine Sartori UFRUIT NY7/27

LOBITO

6/10 Afr Glen Farrell NY7/6
 6/14 Steenstraete B-Afr NY7/5
 6/20 Afr Glade Farrell NY7/20
 7/17 Afr Pilgrim Farrell NY8/12
 7/18 Afr Grove Farrell NY8/17

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SAILS SHIP LINE DUE

LIUANDA

6/16	Afr Glade	Farrell	NY7/20
6/25	Del Alba	Delta	NO7/19
7/13	Afr Pilgrim	Delta	NY8/12
7/14	Afr Grove	Farrell	NY8/17
7/24	Del Campo	Delta	NO8/18

MARACAIBO

6/15 Santa Sofia Grace Pa6/24 NY6/26
6/22 Santa Clara Grace Ba7/1 NY7/3

MATADI

6/12	Afr Glen	Farrell	NY7/6
6/13	Afr Glade	Farrell	NY7/20
6/18	Steenstraete	B-Afr	NY7/5
6/21	Del Alba	Delta	N07/19
7/11	Afr Grove	Farrell	NY8/17
7/19	Afr Pilgrim	Farrell	NY8/12
7/19	Del Campo	Delta	N08/18

MOMBASA

6/14	Afr Star	Farrell	NY7/20
5/20	Lawak	Nedliroy	NY7/18 LAB/4 SF8/8 Po8/14 Se8/18 Va8/20
7/2	Kenneth McKay	Lykes	Guli 7/31
7/6	Afr Rainbow	Farrell	NY8/11
7/10	Kertosono	Nedliroy	NY8/8 LAB/24 SF8/29 Po9/4 Se9/8 Va9/10
8/21	Samarinda	Nedliroy	NY9/18 LA10/6 SF10/10 Po10/16 Se10/20 Va10/22

PARANAGUA

6/10	Venezuela	Lloyd	NY7/2
6/11	Mormacdown	Mormac	LA7/6 SF7/8 Va7/12 Se7/16 Po7/19
6/11	Mormacwren	Mormac	Ja6/30 Ba7/4 Pa7/6 NY7/7 Bo7/10 MI7/15
6/12	Nyland	Brodin	Ba6/30 NY7/2 Pa7/6 Bo7/8 MI7/12
6/13	Holberg	Nopal	NO7/4 Ho7/7
6/15	Mormacstar	Mormac	NY7/5 Bo7/7 Pa7/9 Ba7/11
6/15	Mormacrey	Mormac	LA7/15 SF7/17 Va7/21 Se7/25 Po7/27
6/18	Evanger	Wes-Lar	LA7/20 SF7/22 Po7/7 Se7/29 Va7/30
6/19	Montevideo	Stockard	NY7/8 Bo7/11 Pa7/13 Ba7/15
6/20	Colombia	Lloyd	NY7/12
6/21	Bolivia	Lloyd	NO7/10 Ho7/17
6/22	Del Mundo	Delta	NO7/13 Ho7/18
6/22	Mormacsun	Mormac	NY7/12 Bo7/15 Pa7/16 Ba7/18 MI7/19
6/25	Peter Jebsen	Nopal	NO7/16 Ho7/19
6/27	Itajai	Brodin	Ba7/16 NY7/18 Pa7/22 Bo7/24 MI7/29
6/27	Mormacswan	Mormac	Jx7/16 Ba7/20 Pa7/22 NY7/23 Bo7/25 MI7/30
6/28	Mormacisile	Mormac	LA7/25 SF7/27 Va7/31 Se8/6 Po8/8
6/29	Del Oro	Delta	NO7/21 Ho7/26
6/30	Guatemala	Lloyd	NY7/22
7/1	Mormacycor	Mormac	NY7/18 Bo7/22 Pa7/24 Ba7/26 MI7/27
7/6	Rio de Janeiro	Stockard	NY7/25 Bo7/28 Pa7/30 Ba8/1
7/8	Mormacycor	Mormac	NI7/4 NY7/27 Bo7/30 Pa8/1 Ba8/3
7/10	Nicaragua	Lloyd	NY8/2
7/13	Del Santos	Delta	NO8/4 Ho8/9
7/15	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28
7/20	Paraguai	Lloyd	NY8/12
7/21	Domingos	Lloyd	NO8/10 Ho8/15
7/27	Del Viento	Delta	NO8/17 Ho8/22
7/30	Peru	Lloyd	NY8/22
8/10	Del Monte	Delta	NO8/31 Ho9/6

PIINTARENUS

6/24 Chaluteca H.Fruit Cr7/1 NY7/9

RIO de JANEIRO

6/12	Brazil	Mormac	NY6/24
6/13	Santos	Stockard	NY6/28 Bo7/1 Pa7/3 Ba7/5
6/16	Venezuela	Lloyd	NY7/2
6/17	Holberg	Nopal	N07/4
6/17	Nyland	Brodin	Ba6/30 NY7/2 Pa7/6 Bo7/8 MI7/12
6/20	Del Sud	Delta	N07/4
6/21	Mormacrey	Mormac	LA7/15 SF7/17 Va7/21 Se7/25 Po7/27
6/21	Mormacisle	Mormac	LA7/25 SF7/27 Va7/31 Se8/6 Po8/8
6/23	Montevideo	Stockard	NY7/8 Bo7/11 Pa7/13 Ba7/15
6/25	Evanger	Wes-Lar	LA7/20 SF7/22 Po7/27 Se7/29 Va7/30
6/26	Colombia	Lloyd	NY7/12
6/26	Bolivia	Lloyd	N07/10 Ho7/17



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Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

SAILS	SHIP	LINE	DUe
6/26	Del Mundo	Delta	NO7/13 Ho7/18
6/29	Peter Jebsen	Nopal	NO7/16 Ho7/19
6/30	Mormacswan	Mormac	Jx7/16 Ba7/20 Pa7/22 NY7/23 Bo7/25 Mi7/30
7/1	Itajai	Brodin	Ba7/16 NY7/18 Pa7/22 Bo7/24 Mi7/29
7/3	Argentina	Mormac	NY7/15
7/4	Del Rio	Delta	NO7/21 Ho7/26
7/6	Guatemala	Lloyd	NY7/22
7/10	Rio de Janeiro	Stockard	NY7/25 Bo7/28 Pa7/30 Ba8/1
7/11	Del Mar	Delta	NO7/25
7/12	Mormachawk	Mormac	NY7/4 NY7/27 Bo7/30 Pa8/1 Ba8/3
7/13	Rio Jacchal	Arg-State	NY7/27
7/16	Nicaragua	Lloyd	NY8/2
7/18	Del Santos	Delta	NO8/4 Ho8/9
7/24	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28
7/25	Del Norte	Delta	NO8/8
7/26	Domingos	Lloyd	NO8/10 Ho8/15
7/26	Paraguay	Lloyd	NY8/12
7/27	Rio Tunuyan	Arg-State	NY8/10
7/31	Del Viento	Delta	NO8/17 Ho8/22
8/6	Peru	Lloyd	NY8/22
8/8	Del Sud	Delta	NO8/22
8/14	Del Monte	Delta	NO8/31 Ho9/6
8/17	Rio de La Plata	Arg-State	NY8/31
8/31	Rio Jacchal	Arg-State	NY9/14
9/14	Rio Tunuyan	Arg-State	NY9/28
10/5	Rio de La Plata	Arg-State	NY10/19

SANTOS

6/10	Brazil	Mormac	NY6/24
6/10	Mormacdawn	Mormac	LA7/6 SF7/8 Va7/12 Se7/16 Po7/19
6/11	Santos	Stockard	NY6/28 Bo7/1 Pa7/3 Ba7/5
6/15	Holberg	Nopal	NO7/4 Ho7/7
6/15	Nyland	Brodin	Ba6/30 NY7/2 Ba6/30 Pa7/6 Bo7/8 Mi7/12
6/15	Mormacwren	Mormac	Jx6/30 Ba7/4 Pa7/6 NY7/7 Bo7/10 Mi7/15
6/15	Venezuela	Lloyd	NY7/12
6/19	Del Sud	Delta	NO7/4
6/19	Mormacrey	Mormac	LA7/15 SF7/17 Va7/21 Se7/25 Po7/27
6/20	Mormacstar	Mormac	NY7/5 Bo7/7 Pa7/9 Ba7/11
6/21	Montevideo	Stockard	NY7/8 Bo7/11 Pa7/13 Ba7/15
6/23	Evanger	Wes-Lar	LA7/20 SF7/22 Po7/27 Se7/29 Va7/30
6/25	Colombia	Lloyd	NY7/12
6/25	Bolivia	Lloyd	NO7/10 Ho7/17
6/25	Del Mundo	Delta	NO7/13 Ho7/18
6/27	Mormacsun	Mormac	NY7/12 Bo7/15 Pa7/16 Ba7/18 NY7/19
6/27	Mormacisle	Mormac	LA7/25 SF7/27 Va7/31 Se8/6 Po8/8
6/27	Peter Jebsen	Nopal	NO7/16 Ho7/19
6/29	Mormacswan	Mormac	Jx7/16 Ba7/20 Pa7/22 NY7/23 Bo7/25 Mi7/30
6/30	Itajai	Brodin	Ba7/16 NY7/18 Pa7/22 Bo7/24 Mi7/29
7/1	Argentina	Mormac	NY7/15
7/3	Del Oro	Delta	NO7/21 Ho7/26
7/4	Mormacyork	Mormac	NY7/19 Bo7/22 Pa7/24 Ba7/26 Ny7/27
7/5	Guatemala	Lloyd	NY7/22
7/8	Rio de Janeiro	Stockard	NY7/25 Bo7/28 Pa7/30 Ba8/1
7/10	Del Mar	Delta	NO7/25
7/11	Mormachawk	Mormac	NY7/4 NY7/27 Bo7/30 Pa8/1 Ba8/3
7/12	Rio Jacchal	Arg-State	NY7/27
7/15	Nicaragua	Lloyd	NY8/2
7/17	Del Santos	Delta	NO8/4 Ho8/9
7/22	Nordanger	Wes-Lar	LA8/17 SF8/20 Po8/25 Se8/27 Va8/28
7/24	Del Norte	Delta	NO8/8
7/25	Domingos	Lloyd	NO8/10 Ho8/15
7/25	Paraguay	Lloyd	NY8/12
7/26	Rio Tunuyan	Arg-State	NY8/10
7/30	Del Viento	Delta	NO8/17 Ho8/22
8/5	Peru	Lloyd	NY8/22
8/7	Del Sud	Delta	NO8/22
8/13	Del Norte	Delta	NO8/31 Ho9/6
8/16	Rio de La Plata	Arg-State	NY8/31
8/30	Rio Jacchal	Arg-State	NY9/14
9/13	Rio Tunuyan	Arg-State	NY9/28
10/4	Rio de La Plata	Arg-State	NY10/19

TAMPICO

6/15	Tunaholm	Swed-Am	MI6/28
6/27	Rydboholm	Swed-Am	MI7/11
7/12	Uddeholm	Swed-Am	MI7/26

TANGA

6/17	Lawak	Nedlloyd	NY7/18 LAB/4 SF8/8 Po8/14 Se8/18 Va8/20
6/19	Afr Star	Farrell	NY7/20
6/28	Kenneth McKay	Lykes	Gulf 7/31
7/7	Kertosono	Nedlloyd	NY8/8 LAB/25 SF8/29 Po9/4 Se9/8 Va9/10

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SAILS	SHIP	LINE	DE
7/14	Golden Bear	PacFar	SF7/30
7/18	Jeppesen	Maersk	LA8/12 NY8/28
7/20	Tungsha	Barb-Wn	SF8/11 LA8/13 NY8/28
7/29	Japan Bear	PacFar	SF8/14
8/3	Susan	Maersk	SF8/25 NY9/10
8/5	Toreador	Barb-Wn	SF8/27 LA8/29 NY9/13
8/13	Keystone Marine	PacFar	SF8/29
8/18	Maren	Maersk	LA9/12 NY9/26
8/20	Tancred	Barb-Wn	SF9/11 LA9/13 NY9/28
9/3	Rita	Maersk	SF9/25 NY10/9
9/5	Queensville	Barb-Wn	SF9/27 LA9/29 NY10/14

KOBE

6/10	Mist	Pioneer	NY7/5
6/10	Talleyrand	Barb-Wn	SF7/27 LA7/29 NY7/14
6/24	Marit	Maersk	LA7/11 NY7/25
6/25	Tudor	Barb-Wn	SF7/12 LA7/14 NY7/29
7/9	Sally	Maersk	SF7/25 NY8/10
7/10	Ferndale	Barb-Wn	SF7/27 LA7/29 NY8/13
7/25	Jeppesen	Maersk	LA8/12 NY8/28
7/25	Tungsha	Barb-Wn	SF8/11 LA8/13 NY8/28
8/9	Susan	Maersk	SF8/25 NY9/10
8/10	Toreador	Barb-Wn	SF8/27 LA8/29 NY9/13
8/25	Maren	Maersk	LA9/12 NY9/26
8/25	Tancred	Barb-Wn	SF9/11 LA9/13 NY9/28
9/9	Rita	Maersk	SF9/25 NY10/9
9/10	Queensville	Barb-Wn	SF9/27 LA9/29 NY10/14

SHIMIZU

6/11	Johannes	Maersk	SF6/25 SY7/10
6/12	Mist	Pioneer	NY7/5
6/13	Talleyrand	Barb-Wn	SF6/27 LA6/29 NY7/14
6/26	Marit	Maersk	LA7/11 NY7/25
6/28	Tudor	Barb-Wn	SF7/12 LA7/14 NY7/29
7/11	Sally	Maersk	SF7/25 NY8/10
7/13	Ferndale	Barb-Wn	SF7/27 LA7/29 NY8/13
7/27	Jeppesen	Maersk	LA8/12 NY8/28
7/28	Tungsha	Barb-Wn	SF8/11 LA8/13 NY8/28
8/11	Susan	Maersk	SF8/25 NY9/10
8/13	Toreador	Barb-Wn	SF8/27 LA8/29 NY9/13
8/27	Maren	Maersk	LA9/12 NY9/26
8/28	Tancred	Barb-Wn	SF9/11 LA9/13 NY9/28
9/11	Rita	Maersk	SF9/25 NY10/9
9/13	Queensville	Barb-Wn	SF9/27 LA9/29 NY10/14

YOKOHAMA

6/14	Mist	Pioneer	NY7/5
6/15	Talleyrand	Barb-Wn	SF6/27 LA6/29 NY7/14
6/15	Johannes	Maersk	SF6/25 NY7/10
6/30	Tudor	Barb-Wn	SF7/12 LA7/14 NY7/29
7/15	Ferndale	Barb-Wn	SF7/27 LA7/29 NY8/13
7/15	Sally	Maersk	SF7/25 NY8/10
7/30	Tungsha	Barb-Wn	SF8/11 LA8/13 NY8/28
7/31	Jeppesen	Maersk	LA8/12 NY8/28
8/15	Susan	Maersk	SF8/25 NY9/10
8/15	Toreador	Barb-Wn	SF8/27 LA8/29 NY9/13
8/30	Tancred	Barb-Wn	SF9/11 LA9/13 NY9/28
8/31	Maren	Maersk	LA9/12 NY9/26
9/15	Queensville	Barb-Wn	SF9/27 LA9/29 NY10/14
9/15	Rita	Maersk	SF9/25 NY10/9

^a Accepts freight for Atlantic and Gulf ports, with transhipment at Cristobal, C.Z.

Laughery named to Research Associates board

Eugene G. Laughery, president of the Coffee Brewing Institute, was elected to the board of directors of the Research and Development Associates Food and Container Institute, at the organization's annual meeting, held in Richmond, Va.

The Research and Development Associates organization functions as a liaison between the food and container industries and the Armed Forces. Through the Associates, channels are provided for industry to contribute its know-how to advance the research and development projects of the military.

**William Smith elected
president of SCRA
at Chattanooga meeting**

William E. Smith, of the Batterton Coffee Co., Birmingham, was elected president of the Southern Coffee Roasters Association at the Spring meeting in Chattanooga.

Also elected to one-year terms were J. W. Reily, Jr., William B. Reily Co., New Orleans, first vice president; Jack Dinos, Mocha Coffee Co., Atlanta, second vice president; Grady Tiller, Dixie Coffee Co., Inc., Birmingham, secretary-treasurer.

The morning's program included a talk by Joseph F. Drury, Jr., public relations director of the National Coffee Association, whose topic was, "Public Relations Is Everybody's Job."

Robert Bappert, field research director for the Coffee Brewing Institute, Inc., presented CBI's quantity-brewing demonstration.

Kevin Sweeney, president of the Radio Advertising Bureau, spoke on the appropriateness of that medium as an instrument to increase coffee sales.

The afternoon session included a report on the operational cost survey being conducted among the members. The returned questionnaires for the second year of the survey are now being collected and tabulated by the association's officers. When completed, the report will be distributed to all SCRA members.

Overton Dickinson, of the Fleetwood Coffee Co., a member of the New Orleans panel of the National Coffee Association's Institutional Advisory Committee, reported on that committee's activities, and urged southern roasters to apprise their state and local governments of the availability of the committee's services.

The meeting picked New Orleans as the site for the group's fall meeting. An amendment to SCRA's constitution opened membership to roasters in the states of Texas and Oklahoma.

Named sales manager for Duncan

The Duncan Coffee Co., Houston, Texas, packers of Maryland Club and Admiration coffees, has recently appointed James L. Parker to the post of sales manager.

Mr. Parker has been with Duncan Coffee since July, 1946.

Joining the sales department in 1948, he was made assistant sales manager in 1951 and held that position until his recent promotion.



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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Month Others	Month Total
1955							
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,894	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,129	303	1,432
December	2,115	842	1,007	1,849	878	222	1,100
1956							
January	1,516	738	905	1,643	780	571	1,351
February	1,894	828	977	1,805	880	445	1,325
March	2,329	1,126	1,226	2,352	1,192	421	1,613
April	1,558	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	654	1,570
November	1,338	650	616	1,266	828	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719
February	2,026	906	927	1,833	1,362	611	1,973
March	1,956	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276
May (1-24)	966	351	698	1,049

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Proto named chairman of CBI board

Manuel Proto, representative in New York of the National Coffee Commission of Mexico, was elected chairman of the board of directors of the Coffee Brewing Institute at its annual meeting in New York City.

Elected CBI treasurer was Carlos Cordero d'Aubuisson, representative in New York of the Coffee Growers Association of El Salvador.

Eugene G. Laughery was reelected president, and Donald Kniffen secretary.

It's a paper cup drip

Pour hot water into the top paper cup of a two-cup throw-away beverage maker and you'll have coffee or tea in a minute, according to inventor Sheldon Dale, Chicago.

The water runs down through the dry ingredients in the perforated false bottom of the upper cup, and trickles the brewed or steeped beverage into the lower cup.

The device is covered by Patent No. 2,743,664.

How to make friends

Carl Serio, Milwaukee, Wis. pressed for time on a morning when the temperature was zero, put a cup of too-hot coffee in the milk chute of his home to cool while he finished getting ready for work.

When he returned the coffee was gone.

Mr. Serio searched the hall, then looked outside and there was the milkman drinking the coffee.

"Thanks, mighty thoughtful," said the deliveryman.

"Nothing at all," said Mr. Serio meekly.

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Editorials

Premiums in coffee and tea merchandising

Elsewhere in this issue are the results of the eighth annual survey of premium use by coffee and tea packers.

The trend shown by the survey is unmistakable. Premium promotions are up this year, both in proportion of coffee and tea companies and in the extent to which individual firms are using them.

This trend is a reversal of the situation last year, when for the first time since the end of the war premium use among coffee and tea firms slipped back from the 1955 peak.

Clearly evident, too, from the 1957 study, is the reason for the increase in premium promotions this year: tougher competition among brands and, on a broader scale, among beverages.

The material on premiums in this issue is comprehensive. It includes the report on the eighth annual survey of premium use in these fields; the Coffee & Tea Industries' 1957 Premium Buying Guide; and the 1957 Index to Premium Suppliers.

This is a lot of material, all of it painstakingly detailed, and representing an enormous amount of effort over many months.

Why?

The question has been asked, most recently by a New York tea importer: Why go to so much trouble to develop facts and resource information on premium use by coffee and tea packers?

We think the best answer is provided by another tea importer, one of the largest in the country. Surprisingly enough, he is an intensive and consistent user of the special premium sections, year after year. Very often his searches even take him beyond the comprehensive material in the special sections, into questions for which we help him find answers.

Does this tea importer use premiums? Of course not.

What he does is sell more tea to his customers. He sells merchandising help, offering ideas and information on how to move more tea, serving as a source to which his customers can turn for help in working out promotion plans.

Is this importer in favor of premiums, as such? Not at all, no more than he takes a stand for any other one promotional technique.

He is in favor of one thing: that whatever the packer does to sell more tea, he should do so with the greatest possible effectiveness, for the money spent.

That, basically, is *our* attitude.

We would like to see coffee and tea merchandising, *in all respects*, develop more and more impact, for the dollars invested.

We would like to see coffee and tea advertising and promotional people become the most creative, the most aggressive, the most efficient in the food industry.

That kind of development requires facts, information and vision.

They are the objectives behind many of the articles which appear in COFFEE & TEA INDUSTRIES each month, on varied phases of coffee and tea operations.

They are also the objectives behind this premium issue, and its predecessors.

We believe a precious asset for any industry—or company or individual—is an ability to come at familiar problems with initiative and fresh thinking.

We believe a company which has used a particular premium technique successfully and latches on to it year after year, refusing to consider other ideas is risking trouble.

In the same way, we believe a company which refuses to consider the premium technique, simply because of long-standing negative attitudes, could be making a mistake.

In all situations, decisions should be based on open minds and facts, applied to the specific circumstances and objectives.

The premium material in this issue will, we hope, help in arriving at an informed decision.

The material pins down fundamental trends in premium use by coffee and tea packers. It pinpoints changes in the pattern of coffee and tea premiums; the kind of items used so far this year; the items to be used in the balance of the year; methods of premium delivery; types of offers, such as give-away or self-liquidating; and budget trends.

The Buying Guide is a source of ideas on premium items. The Index tells you where to get in touch with any of the premium suppliers mentioned in the Guide.

If, over the course of the years, the trend among coffee and tea packers is away from premiums, we will assemble facts to help the promotional men in these industries make better use of whatever techniques they do apply.

If premiums continue strong in the food merchandising picture, or more so, we will continue to bring information to bear on this technique, to the end that coffee and tea men will apply it with increasing effectiveness.

Whatever the merchandising tools we use, let's use them well.

5 important steps in our service to the Tea Trade



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Tea's Midyear Meeting — Highlight Report



Edward C. Parker, president of the Tea Association of the U.S.A. and of the Tetley Tea Co., Inc., discusses Tea Council recording of iced tea spots and impromptu "jam session" on iced tea tune with Carl I. Wood, president of Thomas J. Lipton, Inc.



At the cocktail party, from left: Harry L. Evans, B. Fischer & Co., Midyear Meeting chairman; R. F. Manley, John Sexton & Co.; P. C. Irwin, Irwin-Harrison-Whitney, Inc.; Robert B. Smallwood, Thomas J. Lipton, Inc.; Edgar B. Pinto, Salada Tea Co., Inc.

tea pours more power into promotion

Big news for tea—perhaps the biggest since the Tea Council of the U. S. A. was formed five years ago—was presented to the 1957 Midyear Meeting of the Tea Association of the U. S. A., held at the Hotel Biltmore, New York City.

Robert B. Smallwood, Council chairman, announced officially an 80% increase in funds for consumer advertising of tea. (See: "\$1,800,000 for tea promotion in 1957," by Robert B. Smallwood, May, 1957, issue, Page 61.)

This summer, \$600,000 will be invested in promotion of iced tea, the industry's most powerful campaign for this product yet, Guy S. Saffold, account supervisor for the Leo Burnett Co., Tea Council advertising agency, told the Midyear Meeting.

About 250 tea men and friends from allied fields were at the Biltmore for the event. More than ever before, wives of the trade members were on hand, especially for the cocktail party which followed the meeting.

It was a busy day for tea at the Biltmore.

The Midyear Meeting itself was, of course, the big event. Sticking to the smooth, tight format evolved in the past few years, it ran on schedule, leaving time as planned for demonstrations afterward, in an adjoining room, of the production model of the Food Machinery and Chemical Corp.'s TeaMaker, the automatic brewing and serving machine.

Earlier, at a separate event, the TeaMaker was presented to a press luncheon by FMC and Tea Council officials.

Simultaneously, the board of directors of the Tea Council gathered at a luncheon meeting, on the same floor of the Biltmore.

The Tea Association's junior board also met before the

Midyear Meeting. Being a *junior* board—in spite of the occasional bald head and grey hair among them—they continued the day's activities into a night on the town, with their wives.

Harry L. Evans, chairman of the Midyear Meeting Committee, welcomed the tea men and their friends to the 1957 meeting. Working on the committee with Mr. Evans, in preparing for the event, was H. W. (Chester) Chapman.

Edward C. Parker, president of the Tea Association, emphasized the value of the organization to the industry.

"Our country is probably not the 'tea drinkingest' nation in the world, but it probably is the 'inventingest,' and that in itself creates problems as far as tea is concerned," he declared.

"We invented the tea bag, so someone had to do some work on how much weight the tea bag should have. We invented iced tea bags and created such industry problems as what weight they should be, and how strong the brew. Now we've got another bag—quart size, family size or king size—and questions of what we call it and what instructions we put on it."

Mr. Parker also cited the TeaMaker as a development which would not have been possible without the Tea Association.

"I'm convinced also that there would be no Tea Council if we didn't have a good, strong Tea Association during the last ten years," he declared.

"Without an alert Tea Association, we would not have progressed to the point which we have reached since we began our conventions more than 11 years ago," he added.

Dr. Hans Zeisel, director of research for the Tea Council,

(Continued on page 90)

Tea's Midyear Meeting — Highlight Report

what to know about the iced tea drive

By GUY S. SAFFOLD, Account Supervisor
Leo Burnett Co., Inc.

Under the direction of the Tea Council we have conducted very comprehensive research into many of the important aspects involved in promoting tea.

It's probable that tea—at this point—is one of the best researched beverages in the country.

We've studied its *personality*, its *appeals*, who drinks it, when they drink it, how much they drink and how they respond to some of our advertising.

Our study of the personality of iced tea has shown that it is primarily a *pleasurable* drink—associated with the enjoyable aspects of summer.

It appeals to all five senses. It looks good . . . feels good . . . smells good . . . sounds good . . . tastes good.

It's inexpensive—easy to make—satisfies thirst—and leaves no after-thirst.

All in all it's an ideal drink and an ideal product to sell for summertime.

Who drinks iced tea? The average American family . . . in every region of the country.

How many members of this family *like* iced tea? Research shows that all age groups like and drink iced tea. It has an almost universal appeal.

Two out of every three people in the U. S. drink iced tea. It's a national drink—a national habit, like baseball.

It almost seems as though we had no problem here. Almost everybody *likes* iced tea. Two out of three *drink* iced tea. It's a national habit. Where's the problem?

Our major problem in increasing iced tea consumption is simple: *Get it on the table and people will drink it. Get it on the table more often and people will drink it more often.*

We believe that this is the easiest and most economical

way to increase iced tea consumption—make it available more often.

How can advertising help get it on the table more often?

We can direct advertising toward the woman of the family at the time she is thinking about or preparing dinner, reminding her of iced tea and urging her to make it tonight.

And we can direct advertising to the rest of the family urging them to ask for it more often.

These are practical, attainable objectives for an iced tea advertising campaign. These are our objectives for 1957.

How do we plan to do this? Fortunately, we have two big new factors to help us this year.

First, we have the new, increased budget which will enable us to take a bolder approach over a wider area than ever before. And secondly, we have the remarkable resurgence of radio as an advertising medium.

Radio reaches large numbers of people—96% of all homes have radios. It reaches large numbers of women. It reaches them at the time they are thinking about dinner. It often reaches them in the kitchen as they are actually preparing dinner. And it also reaches large numbers of others in the family both in home and out of home, offering a chance to urge them to be sure and ask for iced tea tonight.

Best of all—within our new budget—we can buy enough



Above: At the Tea Council luncheon, before the Midyear Meeting, from left, Henry P. Thomson, Henry P. Thomson, Inc.; Samuel Winokur, Seeman Bros., Inc.; Achmad Nataanagara, consul general of Indonesia; K. N. Sharma, vice consul of India; Fred Rosen, Fred Rosen Associates; Edward J. Vinnicombe, Jr., McCormick & Co., Inc.; Edgar B. Pinto, Salada Tea Co., Inc.; P. C. Irwin, Irwin-Harrisons-Whitney, Inc.; Robert B. Smallwood, Thomas J. Lipton, Inc., Tea Council chairman; C. William Felton, Henry P. Thomson, Inc.; R. Edward Liptrott, Salada Tea Co., Inc.; Clarence O. Coorey, director and secretary, Ceylon Tea Propaganda Board. Edward C. Parker, Tetley Tea Co., Inc., Tea Association president.



Left: P. C. (Pete) Irwin, Jr., Irwin-Harrisons-Whitney, Inc., (left) tells a tea story at the Midyear Meeting cocktail party much to the liking of Margaret Petrozelli, Thomas J. Lipton, Inc.; Charles E. Rogers, Irving Trust Co.; and Thomas E. Shea, Jacobus F. Frank.

radio spots to reach these homes over and over again, making sure that our messages will be heard.

So—after considering our objectives, our available media and our advertising strategy—radio was selected as the medium for the 1957 advertising campaign for iced tea.

Now let me tell you a little about our creative strategy—how we plan to use radio.

First of all we're planning a saturation campaign—using the time period when we can hope to produce action. During the week, our spots will be concentrated in the hours from 3:00 p.m. to 6:30 p.m.—the time when the woman of the family is thinking about or preparing dinner. By concentrating our effort in this time period we can develop the kind of high frequency we need in order to make a campaign of this kind product results.

200 GPR per week

For those of you who are interested in figures, our planned schedule will develop 200 gross rating points per week.

Now, one gross rating point—in advertising language—is equal to one per cent of the radio homes in the market, reached by one commercial a week. So our schedule of 200 gross rating points means we will reach 200% of the homes each week, or two messages for every radio home every week.

To give you some idea of the number of spots we are planning, we will *average* 15 a day—almost five an hour—during our 3:00 to 6:30 time period. If you turn on your radio during those hours in one of our iced tea markets you are almost certain to hear an iced tea message. And you'll probably hear it at least four times before the week is over.

Now—what do we plan to say?

Last year, you will recall, we had a theme based on the question "Why don't we have iced tea more often?"

This theme—or rather, this question—suggested its own answer, and served to call attention to the fact that for the average family there isn't any real reason why they don't have iced tea more often except that it just isn't available.

We were able to get some measure of the penetration of this thought through surveys which were conducted last year in eight cities where the iced tea campaign ran. We found that the question had an unusually high recall in every medium—billboard, television and radio—highest of all in radio.

Based on this, and on the Columbia research, we feel that this was probably too good to lose and that it should be a part of the basic theme for 1957. But we wanted to go one step farther.

We wanted to add the element of *action*, to suggest that the listener do something about it now. So we have added a second question, and we have pointed it more directly at the radio listener:

"Why don't you have iced tea tonight?"

Together these two questions form the basic theme for 1957.

Because the actual number of spots available is limited, we must make use of spots of many different lengths. We will have 60-second, 20-second, 10-second and even some 7-second spots in our schedule.

In order to provide unity and to capitalize on the high frequency to build recognition we have developed a musical theme which will be used throughout. The tune, the voices

(Continued on page 90)

SHARPLY R-E-D-U-C-E-D

PACKAGING CHARGES ON ICED TEA BAGS

We are sharply reducing our charges for
1 and 2 ounce (strengthened four times)
Iced Tea Bags because of improved and
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WE PACK YOUR TEA UNDER YOUR BRAND

Member: Tea Association of the U. S. A.

North India exports

decline in first quarter

Tea exports from Northeast India declined to 99,500,000 lbs. during the first quarter of the current year, from 113,000,000 lbs. during the corresponding period of 1956, according to the U. S. Foreign Agricultural Service.

With a few exceptions, shipments to all destinations were lower. Exports to the United Kingdom at 71,000,000 lbs., showed a decline of 11,900,000 lbs., and those to the U.S.A. at 4,700,000 lbs. lower by 1,800,000 lbs.

Exports to Canada fell from 3,600,000 lbs. during the first quarter of last year to 2,900,000 lbs. this year.

Exports to the Continent fell by 2,000,000 lbs. to 1,600,000 lbs.

Exports to Egypt were a shade lower, at 4,500,000 lbs.

Russia, which was off the export list during January-March, 1956, went to 4,100,000 lbs this year. The Irish Republic showed a minor increase, with imports of 6,600,000 lbs.

White Rose Tea offers hit record premium;

deal ties in with Sam Goody Record Shop

Top hit recordings on 45-r.p.m. extended play records are now being offered as a premium to tea drinkers by Seeman Brothers, Inc., distributors of White Rose Tea.

Consumers can obtain their choice of hit platters by sending a White Rose Tea boxtop plus 25¢ to the Sam Goody Record Shop, 250 West 49th Street, New York



Some of the members of American Women in Radio and Television, who met recently in St. Louis, in front of a reproduction of the Ceylon Tea Pavilion, part of a reconstructed portion of the Louisiana Purchase Exposition, which was held in St. Louis. The Tea Council of the U.S.A. used the occasion to pay homage to the birth of iced tea at the 1904 fair. Sets of six St. Louis World's Fair iced tea glasses were given to AWRT members as souvenirs.

City. The special offer is self-liquidating after several months.

According to Seeman Brothers, the record offer was decided upon because of the mutual association of music and tea with the home and for moments of pleasant relaxation.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

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New York 5, N. Y.
Member: Tea Association of the U.S.A.

605 Third Street
San Francisco, Calif.

Tea's Midyear Meeting — Highlight Report

the TeaMaker goes into production

By Dr. HAROLD L. LINK, Eastern Operations Manager
Canning Machinery Division
Food Machinery and Chemical Corp.

The FMC TeaMaker field-testing program has been completed, and we are now well along in its production stages. All necessary tooling has been acquired, orders have been issued for integral parts from our suppliers, and a new production line is springing up in our plant.

Before going on to tell you more about the present production machine, let's flash back through the past year. Almost one year ago, we completed the majority of the field installations of the plastic model prototype machines; 31 units were built and 16 placed in operation in restaurants along the East Coast and the Midwest, in a variety of food service restaurants and in-plant feeding locations, such as cafeterias, table service and hotels. The remaining units were used for demonstrations, exhibitions and research purposes. As of today, ten units are operating in several types of food services, six are being used for research and demonstrations and eight have been shipped to tea packers for their private use. They are operating in such widely scattered locations as Los Angeles, Chicago, Evanston, Columbus, Indianapolis, Boston, New York, Detroit, Baltimore and Winston-Salem. All of these plastic prototype models are now operating with the new production features, such as timers, thermostats, heaters and other elements that have been proven in a year's continuous use. Except for the outer shell, these models are identical with the production machines.

During this year of intense research and development, 8,300 hours of engineering time were put into the program by Battelle and FMC engineers. Service manpower added another 2,100 hours, and this does not include the time that Tea Council personnel spent in handling associated TeaMaker development activity.

Thus, this past year was unusually active. It was proven that some standard mechanical elements that are sold on the commercial market were not suitable for the unique TeaMaker functions, and several had to be completely redesigned for its special job. Interestingly enough, although hot water tanks are being made by many manufacturers and millions are sold annually, manufacturers were not willing to provide a unit completely guaranteed for TeaMaker service without a development program similar to what was undertaken by us. In the end, it was necessary to develop our own. And so it went with many of the components that go to make up the production machine you will see later.

Perhaps you will be more interested in a typical case history of one of the machines that has been in continuous use in the Midwest for the last year. A time and motion study showed that it took an average of 22 seconds to serve



Looking over the production model of the FMC TeaMaker at the Midyear Meeting are (from left) Robert B. Smallwood, William O. Wheeler, chairman of the National Restaurant Association's Tea Equipment Development Steering Committee, and Dr. Harold L. Link.

a pot of hot tea from the machine, whereas it took 27 seconds to serve a pot from an individual tea bag, for a labor-saving of 18%. The combination of labor and other factors demonstrated a saving of 79¢ per hundred servings of pots of tea from the machine. On this basis, the machine pays for itself in 10,760 servings.

In the matter of iced tea, brewing time required 51 seconds for preparation of the tea and clean-up of the infuser, as against 2 minutes and 37 seconds by the conventional method. This is a time saving of 68%. The combination of all factors showed a total saving of 7.35¢ per 100 glasses of iced tea served in the summertime, and \$1.48 per 100 glasses of iced tea served in the winter. Summarizing these average savings for restaurants serving hot tea and iced tea, a machine will pay for itself in less than a year. In addition, there is the convenience of being able to serve iced tea in January and hot tea in July.

It was at this same location that a waitress told our serviceman, "Please get this machine back in operation, as our customers who drink tea prefer the machine-made tea." The installations which continuously used TeaMakers quickly developed a clientele with a preference for tea from the machine . . .

This is not to say that we did not have our full complement of troubles with the machine. Some troubles occurred due to local water conditions, for example, which were outside of the ability of the machine to overcome. However,

machine-made tea is no different from any other tea in that water conditions may create problems, as indeed they do for another beverage.

My report is intended to be factual. Some operators did not continue to use their machines once they were put into operation, for a multiplicity of reasons. Since these first plastic prototype machines were truly development machines, they did give restaurateurs trouble for months. It took us considerable time to solve some of the problems; and since food service people are not in the machinery testing business but rather in the restaurant business, some preferred not to put up with a machine that could not be depended upon during the early testing period.

In other places, it was not possible to produce the desired quality of hot tea and cold tea from the same product. In a few cases, the machines were not of large enough capacity to handle the amount of service, and since auxiliary methods of brewing had to be used, the machine was discontinued. We must be honest with ourselves and with the tea industry and say that we do not believe even the present model, which we will be offering shortly, will satisfy everyone from the standpoint of its capacity and its tea quality, and possibly some other features. We can only suggest that there is no such perfect machine made of any kind for any purpose anywhere. We do believe, however, that the machine which has evolved can be used by large numbers of food service establishments with the kind of benefits mentioned in these several case histories.

Our sales department, in cooperation with dealers throughout the United States, is conducting a market analysis in four major areas in the East, Midwest, South and Far West

among hotels, hospitals, in-plant feeding spots, cafeterias and restaurants. Results of this survey from users and non-users, may be of interest to you. In Boston, where we might say one of the original American tea parties was held, this comment was heard: "We're nuts about your machine. Its iced tea really reduces our labor, and the real Boston tea drinkers have no complaints about the quality of either the iced tea or the hot tea." From Baltimore comes the comment, "Our tea sales are better than ever." And from Chicago, "This is the machine I want."

Other reactions

"We've had some other kinds of reactions, too. Just a week ago, in one of the newest restaurants, on Wabash Street, in Chicago, our group asked for *two* cups of tea. By actual timing, it took the waitress 15 minutes to get *one* cup of tea, but not before she had returned six times either to comment about no tea pots available or to verify the fact that we wanted tea. Two months ago, in San Jose, Calif., I was insulted and almost assaulted by a waitress when I asked for a cup of hot tea during the noontime rush. It may be that the TeaMaker will cool off hot-tempered waitresses and it may even *keep* waitresses for restaurateurs by making tea the easiest beverage to serve.

To summarize, I wish to recognize again the tremendous contributions made by many people to the combined program of field-testing our prototype machines during the past year. Management and operating personnel of all the establishments have been more than kind, and helpful beyond measure. Bill Wheeler and his steering committee

(Continued on page 90)

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MEMBER: TEA ASSOCIATION OF THE U.S.A.

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Tea Movement into the United States

(Figures in 1,000 pounds)

	Feb. 1956	March 1956	April 1956	May 1956	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957	April 1957
Black																
Ceylon	3,008	5,036	4,954	3,270	3,331	3,530	4,635	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351	4,290
India	3,259	3,937	4,264	2,572	1,989	1,566	1,751	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208	2,927
Formosa	189	93	60	141	623	413	204	583	646	432	529	4,179	532	351	447	525
Africa	343	378	495	200	384	529	349	232	349	282	532	4,384	404	339	414	187
Indonesia	970	689	1,279	635	1,017	1,242	951	1,436	740	916	1,117	12,492	1,608	1,193	1,453	1,106
Japan	134	108	64	36	51	67	103	49	6	30	11	802	31	42	124	95
Misc.	123	167	50	248	91	75	126	118	94	99	197	1,589	258	169	314	627
Green																
Japan	40	116	60	82	82	298	978	251	482	248	38	2,924	79	21	15	139
Misc.	5	29	5	8	10	...	10	43	21	31	4	177	2	6	15	13
Oolong																
Formosa	16	21	6	15	16	13	33	55	37	36	39	306	28	32	21	29
Canton	2	1	2	1	1	2	5	4	16	17	9	65	2	3	3	1
Sntd Cntn	3	2	7	7	6	3	3	3	9	3	10	63	5	4	7	7
Mixed																6
TOTALS	8,104	10,580	11,253	7,227	7,605	7,743	9,157	7,700	9,289	5,372	7,506	101,692	9,977	7,248	9,372	9,952

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Joint weekend meeting of Tea Association boards sets new trade pattern

A new tradition was born in the United States tea industry last month.

For the first time, the senior and junior boards of directors of the Tea Association of the U.S.A. met in a joint session.

Moreover, they did it over a weekend at resort surroundings, with wives present for receptions, dinners and social activities.

The joint session was held at Pocono Manor, Pa. It was so successful that before it was over it was being called the first *annual* event of its kind.

In addition to senior and junior directors, those on hand included three past presidents of the association not now on the board—J. Grayson Luttrell, George Mitchell and Sam Winokur; representatives of producing countries—M. Gopala Menon, consul general of India in New York City, and Annesley de Silva, counsellor to the Embassy of Ceylon in Washington, D. C.; and a prominent tea visitor from London, T. I. Tetley-Jones, executive director of Joseph Tetley & Co., Ltd.

Also at the session were Gerard L. Brant, executive director of the Tea Council of the U.S.A., Inc., and John M. Anderson, Council director of advertising.

The business meeting centered on ten projects suggested by the junior board as areas for exploration in building tea consumption.

Both senior and junior directors emerged from the meeting with the feeling that it had been one of the most stimulating and constructive sessions they had ever attended.

The weekend started with a cocktail reception Friday evening tendered by Edward C. Parker, president of the Tea Association and of the Tetley Tea Co., Inc.

The joint business meeting was held Saturday morning. That evening Robert B. Smallwood, board chairman of the

Tea Council and of Thomas J. Lipton, Inc., was host at a reception.

Bright blue skies and sparkling sunshine brought out the best in the green and rugged sweep of the Poconos.

Golfers among the weekenders found the Pocono Manor course, with its steep slopes and woods, an interesting challenge.

Senior board members present during the weekend included Mr. Parker, Mr. Smallwood, R. Edward Liptrott, Salada Tea Co., Inc.; H. W. (Chester) Chapman, Dannemiller Coffee Co.; Robert Compton, Bingham & Co., Inc.; Joseph Diziki, Carter Macy Co., Inc.; Harry L. Evans, B. Fischer & Co.; R. D. Thomson, Henry P. Thomson, Inc.; Edward J. Vinnicombe, Jr., McCormick & Co., Inc.

Junior directors on hand were Thomas E. Dannemiller, Dannemiller Coffee Co.; Robert F. Gertenbach, Thomas J. Lipton, Inc.; William Hall, McCormick & Co., Inc.; Norman A. Langer, De Hope Goldschmidt Corp.; Max Margolies, Tea Pack Co.; Herman W. Preston, Irwin-Harrisons-Whitney, Inc.; Bernard Sachs, Coffee & Tea Industries.

C. William Felton, of Henry P. Thomson, Inc., a director of the Tea Council, was also on hand Saturday evening, and led the group in his famous "Alouette."

Indian Tea Board names executives

The new executive committee of the Indian Tea Board has been formed with U. K. Ghosal as chairman and B. C. Ghosh as vice chairman.

The board consists of nine members, including the chairman and the vice chairman.

Egypt, India barter tea, cotton

A recent trade agreement between Egypt and India provides for the purchase of 40,000 bales of Egyptian cotton, worth about \$8,400,000, in return for 1,550 tons of Indian tea.

**Tea trade mourns passing
of J. Harvey Swenarton**

The tea industry is mourning the passing of one of its grand old men, J. Harvey Swenarton, who died last month at the age of 80.

Mr. Swenarton, who was known as Harvey to his host of friends in the trade, has been in the tea business for 57 years when he retired from active duty on March 31st, 1949.

He started with Jardine, Mathieson & Co., Ltd., in New York City, and went along with the tea operations when they were taken over by Balfour, Guthrie & Co., Ltd., in May, 1932.

He had been head of the tea department for 30 years when he retired.

After his retirement, Mr. Swenarton continued as a member of the board of directors of Jardine, Balfour, Inc., which on October 1st, 1949, combined the tea operations in the United States of Jardine, Mathieson and Balfour, Guthrie.

Mr. Swenarton was active in tea industry affairs. He was a member of the Tea Association's board of directors, and at various times was vice president and treasurer.

He also served for about six terms on the U. S. Board of Tea Experts, in the mid-30's.

He is survived by his wife, Minnetta, a daughter, Mrs. Glenn Schwenker, and two granddaughters.

Tea Bureau opened in Italy

The Ceylon Tea Bureau has been opened in Milan, Italy. Its aim will be to promote consumption of Ceylon tea in Italy, by means of advertising.

**Lipton offers "Ti" plant
as iced tea promotion**

Thomas J. Lipton is offering a Hawaiian "Ti" plant for a boxtop and 25¢, as an iced tea promotion, starting in June.

Botanically, the Ti-Plant, which normally retails for from 69¢ to \$1.00, is known as "Taetsia Fruticosa." It is guaranteed to grow in water or soil.

The seemingly lifeless "log" will sprout tiny shoots when taken out of its package and placed in a dish of water in a warm room. The plant may be repotted in soil for additional growth, if a large plant is desired.

The promotion will include radio, TV, national magazines and weekly supplements.

The offer was test-promoted in Oklahoma City and Rochester, N. Y.

Attention is also being drawn to the offer in local supermarkets by display bins, window posters and hanging cards.

Food Machinery names service representative

George A. Loomis has been appointed service representative for all states east of Ohio, Kentucky, Tennessee and Alabama, according to Lyle M. Williams, eastern sales manager of the Kitchen Equipment Department of the Food Machinery and Chemical Corp., Hooperston, Ill.

In his new position, Mr. Loomis will select and train service agencies within the territory, and supervise their servicing of FMC—KED equipment in the field.

FMC is now in production on the automatic TeaMaker for restaurants.

IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

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Packaging

the package in the fight for shelf space

Products packaged to stop traffic and simplify display are winning the consumer-goods scramble for retail space. Aware of packaging's new merchandising power, alert manufacturers now "think retail" when planning new items, by stressing package design as much as quality of contents.

So says John C. Newell Jr., marketing director of the Folding Paper Box Association. "Reports of new marketing developments in all major fields of retailing last year show that store operators have become as concerned with the sales appeal of the package as they are with cooperative advertising allowances," he declares.

Mr. Newell says three basic factors have made the package the deciding factor in the fight for space on retailer shelves:

- 2 Continued shrinkage of available space—in spite of larger stores—due to introduction of many new items.
- 2 The growth of self-selection in all form of retailing—putting the main selling burden on the package.
- 3 The fact that packaging has assumed many of the sales-clinching aspects of advertising and point-of-sale.

"Retail shelves have become just about the most valuable property in the country today," Mr. Newell points out. "The vice president of a leading food chain recently estimated that selling space in an average food store is worth \$128 per lineal foot. Hence, an item must return \$10.66 per inch just to justify initial investment. This high premium on space results largely from the fact that about 6,000 new food items are introduced annually.

"And an executive of a top advertising agency contends that the point of sale has shrunk from three feet to three inches in a short span of years. The reduction stems from the fact that standard three-foot counters in old-style service stores have given way to modern, open-display fixtures with barely three inches separating customer and product."

Mr. Newell says recent marketing studies show that a vast similarity is noted in advertising for major brands in the same product field. "In an era when brand loyalty is declining and private labels are on the upswing, such lack of distinction can cost a top-rated manufacturer his position of eminence," he contends.

"Effective packaging," Mr. Newell emphasizes "is now being regarded as the prime influence in giving one product more pulling power over another at the retail level."

Among the steps being taken by many vendors, to gain a competitive edge through creative packaging Mr. Newell lists:



This Salada Tea carton won a merit award in the food category of the 1957 annual carton contest sponsored by the Folding Paper Box Association. Designed by Frank Gianninoto & Associates, the carton is new in shape and design, has greater display value on dealers' shelves, and better visibility and recognition on TV. The carton, made by the National Folding Box Co., division of the Federal Paper Board Co., Inc., has two colors in gloss inks.

1. Greater use of color to catch the eye.
2. Related-item packaging to entice customers by giving them a bonus while solving some of their shopping problems.
3. Multiple-packages to help retailers set up displays more quickly and simplify inventory control.
4. Increased use of pictures showing products in use.
5. Stronger accent on recipes, suggested added uses and other copy that appeals to the customer's adventurous spirit.
6. Better-edited "instructions-for-use" and other informative copy to insure that the package answers all customer questions in the same "language" a sales person would use.

"One of America's leading food retailers recently declared that it would take a store of 185,000 square feet to hold all the items a supermarket can handle," Newell

states. "Even though retail outlets get bigger every day, the average supermarket is only about a tenth of that size.

"Until the number of items produced is matched by an adequate number of square inches of shelf space, the fight for display space in retail stores will continue to be won by the product with the best package."

the TeaMaker goes into production

(Continued from page 86)

of the N.R.A. have provided the motivation and subsequent assurance that our testing program has come up with a satisfactory machine. The Tea Council staff has been superb. We believe at FMC, very sincerely, that without all of their assistance we could not have been able to present this favorable report to the Tea Association.

We believe that the TeaMaker has been thoroughly tested.

We believe the machine is ready for full-scale commercial use.

We believe it produces a uniformly consistent high-quality product at the lowest cost available.

We believe it will stimulate tea sales.

We believe tea will be the easiest beverage of all to serve.

We believe in a continuing development program to make the TeaMaker even better.

We believe you will like what you see, and we believe with the tea industry that you should "take tea and see."



**Our Second
Season — and we're
Packing $\frac{1}{2}$ oz. wt.**

THE QUART-SIZE TEA BAG

- Fine quality produces repeat sales at HIGH GROSS!
- Each $\frac{1}{2}$ oz. bag of Orange Pekoe teas MAKES FULL STRENGTH QUART.
- PREMIUM ENCLOSED—Iced Tea Sipper Spoon—to boost sales!

Write or Phone

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FOODS CORPORATION

Beach & West Sts., New York 13, N. Y. WALKER 5-1474

what to know about the iced tea drive

(Continued from page 83)

and the general staging are wholesome, attractive and in keeping with the pleasant association which exists in the minds of most people when they think of Iced Tea.

This year the campaign will put the same full weight in all northern and southern markets. These are the markets:

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas - Fort Worth, Detroit, Greensboro, Houston, Indianapolis, Los Angeles, Louisville, Memphis, Miami, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, San Antonio, San Diego, St. Louis, Washington.

The starting dates are May 20th in the southern markets and June 3rd in the northern markets. We will have 200 GRP per week in the northern markets for a period of 10 weeks, for a total of 2,000 gross rating points during the campaign. The southern markets will receive the same number of rating points over the total campaign but at a slightly lower level per week. The campaign will run for 13 weeks in these markets.

This campaign will generate real overall power. We estimate that it will provide support for your own iced tea selling efforts in areas totalling more than 76% of the radio homes in America. More than three out of four homes will be within our coverage area. And we estimate that the total number of home impacts—messages received by homes—will be approximately 701,000,000.

That power should make something happen.

We hope and confidently expect that it will produce results for all of you.

tea pours more power into promotion

(Continued from page 81)

said the Council had conducted 32 research projects over the past seven years to help find ways of creating more tea drinkers. The projects fall into four principal groups, he explained—product and equipment; market; motivation and copy; and media.

Commenting on product research, Dr. Zeisel said "we know a great deal about tea, but some things are really not known. For instance, in this age of health consciousness we are very much interested in the medical effects of tea, and we have produced some research on that problem, as you know. We also would like to know a little more about the clouding problem."

As for equipment research, Dr. Zeisel said it is not enough for tea to be a good beverage. "If it is a nuisance to prepare it, or to obtain it, then tea will not be drunk," he declared.

He indicated that a situation like this had been holding back the growth of tea in the public service field, and was responsible for the decision to develop an automatic tea-maker.

"There was a vicious circle," he said. "The restaurateur didn't want to make tea because it was a nuisance, and if he made it at the insistence of the customer, he made it so poorly that nobody asked for it any more. We also learned

(Continued on page 99)

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the cinnamon of Ceylon

By E. G. BROWN, Colonial Products Laboratory

This article, third of a series, is part of one of the most comprehensive reviews of cinnamon and cassia ever published. It is from Colonial Plant and Animal Products, and is a revised, updated version of material which appeared 86 years ago in the Bulletin of the Imperial Institute.

In the more than three decades since, much of the original material became obsolete. The review of these key spices has been rewritten in the light of present-day conditions.

Grading

Grading is usually done, not by the growers, but by dealers in the trading centers, such as Colombo or Matara. The quills are bleached if necessary, sorted into grades according to the thickness of the bark, made up into compact bales of about 100 lbs. each, and finally enclosed in hessian.

The qualities normally exported fall into two groups—the "Fine" grades and the "Hamburg", or ordinary, grades.

The Fine grades, produced mainly in the Negombo region, are five in number and are designated by a series of noughts, 00000 being the thinnest and best, whilst 0 is the thickest.

The Hamburg grades, I to IV, come chiefly from the Southern Province. Hamburg I is thicker and darker than the 0 grade; Hamburg II is still thicker and consists of quills about $\frac{3}{4}$ inches in diameter; Hamburg III is still very coarse cinnamon, while Hamburg IV is similar but reddish ("foxy") in color and is not completely free of outer bark. A third group, the "Barcelona" or "Spanish" grades I to V, used to be sorted out for the Spanish trade. They were intermediate in quality between the Fine and Hamburg grades, Barcelona I being a little thicker than the Fine 0 grade, and Barcelona III corresponding to Hamburg II. These grades are apparently no longer produced.

Certain lower grades of cinnamon are obtained more or less as by-products in the preparation of the quills and are known as "quillings," "featherings" and "chips."

Quillings

In the course of transporting, bleaching and grading the quills, some breakage inevitably takes place; the

broken lengths of compound quills, of all grades, are bulked, packed in bales of 100 lbs. and sold as quillings.

They are, of course, genuine cinnamon and are used mainly for grinding, but also for the distillation of cinnamon oil.

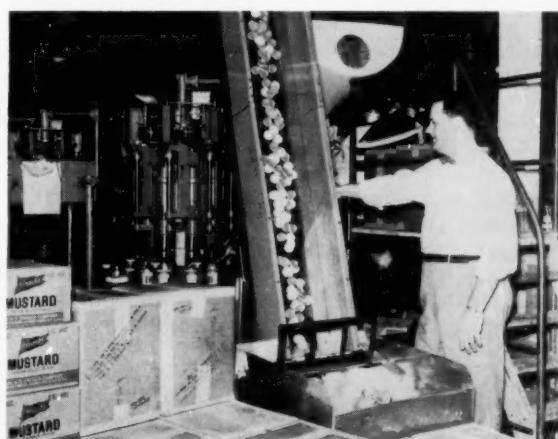
Featherings

This grade consists of the inner bark of twigs and twisted shoots which will not give straight quills of normal length. They are thus also genuine cinnamon, and are used for the same purpose as quillings, but they often include a proportion of chips.

Like the quillings, featherings are exported in bales of 100 lbs.

Chips

This classification includes the trimmings of the cut shoots, before they are peeled, shavings of outer and



At the Rochester, N. Y., plant of R. T. French Co., a constant supply of caps for mustard jars is magnetically transported almost vertically up and over a high moving conveyor line, and automatically released into the hopper of a Pneumatic Scale capping machine similar to the one shown in the background. The 16-foot elevator-conveyor, here shown with superintendent of maintenance, T. F. Ey, is equipped with stationary elements of Eriez HI-POWER non-electric Magna-Rails behind a continuous conveyor belt. The new installation maintains a permanently powerful magnetic field over the working surface of the belt, which feeds itself automatically from the large hopper at the intake end.

inner bark which cannot be separated, or which are obtained from small twigs by beating or hammering, and odd pieces of thick outer bark. They invariably contain more or less woody material, and are frequently contaminated with sand, stones and other debris. They may, however, be supplied "sifted", or "washed" (and therefore cleaner), or "washed and bleached".

Chips are compressed into bales of 2 or 3 cwt. for export, and are used mainly for distillation.

Cultivation

Further care of the plantations consists mainly of weeding. This is done three or four times a year during the first two years, after which twice annually is sufficient. The weeds are buried between the rows, and soil is drawn up around the plants. The plants are coppiced usually in their second or third year, the stems being cut down to within a few inches of the ground and the cut surfaces earthed over. Four to six shoots are allowed to grow from the stump and are kept straight by pruning.

When the plants become old enough for regular harvesting, they are pruned (after each cutting) of all unwanted or distorted shoots and stumps, and more soil is drawn up around the plants.

Cutting

The "flush", or growth of young red leaves, follows the first rains, and as the leaves turn dark green the sap flows freely, and at this stage the bark can be separated most readily from the wood. The stems selected for cutting are those about two years old, as straight as possible, from 6 ft. to 10 ft. in height, and from $\frac{1}{2}$ inch to 2 inches in diameter; they should be cut close to the ground. This is done mainly in May and to a less extent in November, although some cutting is done throughout most of the year. Leaves and twigs are cut off with bush knives and used for green manuring, or else the leaves, after drying for three days, are used for distillation.

Peeling is carried out with a special round-pointed knife, formerly of steel, although brass is now preferred as no risk of discoloration of the cinnamon is then incurred. Two cuts are made round the shoot about 12 inches apart and then two longitudinal cuts between these, on opposite sides of the shoot. The bark is eased off the wood with the curved end of the knife, and is obtained in the form of two rectangular pieces. If the bark does not separate readily it is rubbed with a piece of hard wood or the handle of the knife.

The slips thus detached are packed together in bundles, wrapped in coir matting and left overnight; by this means, they are kept moist or, perhaps, undergo a slight

fermentation, which facilitates the scraping off of the epidermis and pulpy hypoderm in the process known as "piping".

This is carried out by laying each slip, outer bark up-
permost, on a round stick of suitable size, one end of
which is supported by a wall or on a small wooden
tripod. The bark is held in place at its upper end by
the scraper's foot and the outer bark (cork and cortex)
is removed with a curved steel scraper. On drying, the
scraped bark contracts into pipe or quill form more
readily than unscraped bark. The quills are assembled
on measuring board, about 3ft. 6 in. long.

The best slips are used for the outer covers of the
quills. A suitable slip is selected, one end cut square with
scissors, and as many as possible of the smaller pieces,
packed into it. Another slip is added to the uncut end,
overlapping the first, and this is likewise packed with
smaller pieces. The process is repeated until the com-
pound quill is of the required length. The end is cut
off and the quill lifted gently with the aid of a wooden
lifter onto a mat. The completed quills are dried for
a day in the shade, and are then transferred to frames
in the open air. Direct exposure to the sun is liable to
cause the quills to warp, and they are, therefore, covered
with matting. Each day the quills are rolled and pressed
by hand, so that, when dry, they are firm and compact.
In the course of drying the quills acquire their characteris-
tic yellowish brown color.

Yields

The yield of cinnamon from a plantation varies accord-
ing to the age of the bushes and soil and climatic con-
ditions. New plantations in the Southern Province yield
up to 200 lbs. per acre for the first ten years, and then
fall to 100 lbs. per acre. Old plantations in the Negombo
area yield only 50 lbs. per acre.

Most of the cinnamon is produced in the Southern
Province, and the average production of all types is about
150 lbs. to 180 lbs. per acre.

Durkee to move spice facilities from Long Island to Pennsylvania

The Durkee Famous Foods Division of the Glidden Co.
has leased a plant in the Bethlehem-Allentown area of
Pennsylvania for the relocation of its Long Island spice,
coconut and condiment production facilities.

The Pennsylvania plant, which contains more than 200,-
000 square feet of manufacturing space, will be equipped
with new processing equipment.

Efficient, one-story flow production will enable Durkee to
provide better service for both its growing bulk business and
the rapidly increasing market for the division's consumer
lines of spices, coconut and condiments, it was stated.

The new plant is expected to be ready for production
by late Fall.

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experimental media for evaluating flavor

By ROBERT L. SWAINE, Arthur D. Little, Inc.

This paper was presented at the symposium on Laboratory Flavor Testing sponsored by Arthur D. Little, Inc., at the Parker House, Boston.

The best method for evaluating flavoring is to use that flavoring in commercial production. This means that in experimental work every time you wish to vary concentration, substitute flavors or try out a new flavor, it would be necessary to go through the complete process to produce a finished product. This is not only costly, since it often involves large quantities of materials, but is often impractical, particularly when one must check a large series of ingredients. To overcome these difficulties, the Flavor Laboratory of Arthur D. Little, Inc., has made use of a series of simple media that allows us to make flavor evaluations without immediately resorting to the final product. We claim no originality for the media we will describe, but do point out that they have been used successfully in the laboratory over a number of years.

Certain criteria must be met for a test medium. The test media must be simple, easy to make, reproducible and, preferably, easy to keep. Above all, it is most important that the results obtained by using these test media be related to the results obtained when the same experimental substances are used in the final or end product. For example, just because you can differentiate three different types of orange oils using a simple syrup medium means nothing unless these three orange oils give similar results in the final product.

The simplest medium is water. Here we simply dilute the flavoring to a concentration approximately equal to what it would be in the finished product. Concentrated oils are first diluted in alcohol to insure water solubility. This method has been successfully used with natural and artificial fruit extracts and certain mint oils. Flavors going into such final products as chewing gum and tooth paste have been tested with this procedure. In place of water, simple syrup (85% sucrose) can be used to test materials used in sweet products such as hard candy.

Another method, again quite simple, makes use of a suspension of flour and water having the consistency of a thin gruel. The mixture consists of approximately 10 grams of flour to 100 grams of water. With this mixture we have examined many spices. A natural spice is tested at a 0.1% level. When spice oil concentrates are used, obviously a smaller amount would be added to the flour and water mixture. Results obtained with this flour and water technique have been correlated with final products, such as sausages and sauces. By cooking the spice, water and flour mixture over slow heat, an evaluation of the effect of heat on the spice under test can be made.

The sugar patty method has been used with success where the final product is a candy, a gum, or a gelatin-type dessert.

About 25 grams of water is mixed with 100 grams of sugar, heated until a temperature of 116°C is reached; at this point the sample is removed from the heat and stirred continuously until a distinct clouding appears. The flavoring to be tested is now added, mixed again, and the entire mass poured on to a hard, clean, cool surface. The usual range of test material is about 0.01% to 0.1% for essential oils, 0.1% to 1.0% for flavoring extracts, and 1+% for solid spices, such as cinnamon or cassia.

Closures, such as corks and rubber cap liners, have been successfully evaluated using the acidulated, sweetened carbonated water method. The medium used is plain carbonated water; the carbonation 3.6 volumes or better, is acidulated with citric acid to a pH of about 2.5 and sucrose is added to produce a 10% sugar solution. Bottles containing the medium with test closures are laid on their sides for short aging periods. Off flavors can readily be detected in the sweetened, acidulated carbonated water.

The baked custard method makes use of a medium that is in itself unpleasant until flavor is added. The flavor additives give not only flavor to the custard but also product blending and flavor balance. This medium is extremely delicate and is useful where the final product will have mild or moderate heat treatment. We have used the custard in place of cake and other bakery products. Obviously, vanillin and vanilla-type products can be suitably tested using this technique, but we have also had good results using fruit and citrus flavors. Again, the test concentration of the flavor is about 0.1%, depending, obviously, on the specific flavor.

Probably one of the most unusual experimental media is mashed potato. Mashed potato is suitable not only for testing salt and pepper but many other spices, including such things as ginger, caraway and coriander. Mashed potatoes serve as an excellent medium to detect trace quantities of insecticide contamination.

Although there are many more media that could be used, we will mention hamburg as our last one. In the sausage industry it is difficult to make flavor evaluations, as each sample must be ground, mixed, stuffed and then processed. We have found that we could, with a reasonable degree of accuracy, determine how various sausage spices would react, flavorwise, by simply mixing these spices with raw hamburg and then cooking by broiling.

In summarizing these various media, we would point out that it is necessary in this type of work of flavor evaluation to have not only trained tasters to perform the evaluations but to have reliable media available for the use of these tests. We would point out that from a practical standpoint one cannot afford to go through a complete food process in order to test such individual flavors. Therefore, again must rely on suitable simple reproducible media such as those described.

What people like is subject of third flavor symposium

What do people like and how can the businessman determine this? Food and marketing experts gathered in Cambridge, Mass., to discuss these questions, when the flavor laboratory of Arthur D. Little, Inc. sponsored the third of its series of four flavor symposia.

The third symposium focused on consumer product testing.

H. G. Scowcroft, director of marketing development for the Campbell Soup Co., opened the morning session with a talk on product planning. Dr. Jean F. Caul, of the Arthur D. Little staff, continued with a discussion of pilot consumer product testing.

Two aspects of consumer product testing were explored in the afternoon by M. B. Carroll, of the General Foods Project Evaluation Laboratory, and by H. D. Wolfe, president of Harry Dean Wolfe & Associates.

E. A. Petterson, vice president of the A. C. Nielsen Co., described marketing tests, the final stage of product testing, to round out the program to be held at the Acorn Park Laboratories of Arthur D. Little, Inc.

Before lunch, the participants toured the company's research facilities.

Following dinner at the Parker House in Boston, the group heard Professor N. H. Borden, of the Harvard Business School, explain the importance of new product development from management's point of view.

G. R. Detlefsen, director of commercial research and development for Pillsbury Mills, Inc., summed up the symposium with a case history of a product from its conception through its birth and growth.

The fourth and final session of this 70th anniversary series of symposia will meet next October in Chicago to discuss physicochemical research on flavor.

The series, which has proved increasingly popular, judging by the number of people attending, is intended to sum up the present state of the art of food flavor.

Brazil aids coffee sales in Argentina

The Brazilian Coffee Institute will cooperate in setting up coffee shops in Argentina to sell Brazilian coffee, it was reported in Rio de Janeiro.

VANILLA BEANS



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"Knock, knock" pastime turned into commercial by White Rose

The "Knock, knock. Who's there?" humor pastime is given a new twist in a series of spot radio commercials launched by White Rose Tea.

Prepared by the company in cooperation with its advertising agency, Anderson & Cairns, Inc., the one-minute spots were first used to advertise a special price reduction offer, and are now being continued because of their sales promotion value.

Here is a typical sample: Announcer: "Knock, Knock!" Woman: "Who's there?" Announcer: "Oliver." Woman: "Oliver who?" Announcer: "Oliver town they're talking about the wonderful new White Rose full-brew tea bags."

According to A & C's Edward C. Ridley, Seeman Brothers account executive, this attempt to get away from the straight hard-sell approach by using a touch of light humor is right in line with the company's policy of appealingly human "soft sell", with the accent on warmth and relaxation, closely associated with tea, the family and the home.

Plan more caffeine output in India from tea wastes

A plan for the manufacture of caffeine from tea waste has been prepared by the Small Industries Organization of India's Ministry of Commerce and Consumer Industries, for the guidance of small industrialists.

Several attempts have been made in India in the past to extract this alkaloid from tea waste, in competition to the synthetic product, which is now imported there.

New East Africa coffee group being formed

Representatives of coffee interests in Kenya, Uganda and Tanganyika met in Nairobi to set up a committee to draft a constitution for a new coffee organization.

The drafting committee of five includes representatives of all three territories.

One suggested name for the new body is the Coffee Industry Association of East Africa.

Estimate Bangalore coffee crop

The 1956/57 Bangalore coffee crop will total 27,785 tons Arabica and 12,640 Robusta, according to estimates of the Indian Coffee Board.

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San Francisco Samplings

By MARK M. HALL

■ ■ After a steep climb, winding in and out of mountain gullies, you finally reach the summit, and there spread out before you is a beautiful mountain meadow, like a mesa, with Mt. Tamalpais just across the canyon. This is the Meadows Club of Fairfax, scene of the last meet of the San Francisco Coffee Club.

Doug Wood and Dick Wilcutt were cochairman, and they did an especially good job on the entertainment. After golf and the banquet, Paul Speegle, wit and columnist for the San Francisco Call-Bulletin took over and awarded "Oscars" to the deserving members of the coffee trade.

First on the list to receive an award was Jack Schimelpfenig as the best producer of the year. His wife had presented him with his fourth baby. The prize, family jewels.

Clarence Levy was recognized for the greatest sound effects. This award was accepted for him by Doug Wood. Clarence was absent because of fractured vocal chords, reported Doug.

Bill Lynch was acknowledged the best story teller of 1957, in or out of the coffee trade. By popular request he told one that should make him the best of all time. Florence, the guitar player, had to take a walk before Bill began. His "Oscar" was a joke book, in case he ran out of stories, which was not likely.

Bill Nichelmann's "Oscar" was for being the most perfect gentleman, satorically speaking. To further adorn the gentleman, he was presented with a big bow tie.

Jack Mooney's award was for the most outstanding, most polished scalp in the industry. To preserve this against the possible encroachment of new hair, he was presented with a can of Johnson's Glocoat floor polish.

Lyle McKim received an appropriate award as best supporting character. His prize should enable him to continue in that role.

Jo Hooper's "Oscar" was for the best rookie of the year. It should have been for umpiring.

The newcomer, Andy Glover, the coffeeeman with a promising future, had these high talents recognized by a Manning's booklet on how to brew coffee.

For the best dialogue of the year, the "Oscar" went to Vic Howard. It was a set of white store teeth, guaranteed as to fluency.

To Ted Ruhland went an "Oscar" for rugged individualism, as a man who now stands alone. Ed Howatt was recently retired from the firm. His prize was something which only he could administer.

Bill Seely accepted a non-electrical, musical door knocker for Jim Folger, as an award for the best publicity of the year.

For outstanding and distinguished service in the coffee industry, Walter Graniher was presented a handsome brush to be used in improving the elegance of his person.

George Moran was given an inner tube and paddle for the best spectacular. This could be added to the fleet of ships he now represents.

Bob Quinlan, as a member of the Meadows Club and greatest host of the year, was awarded an Elvis Presley 45 r.p.m. record.

Ernie Shaw had his technical abilities recognized by a bib and spoon, to aid in his coffee tasting and other such activities at Hills.

These presentations sparked with the wit of Paul Speegle. Thus ended the tune-up golf tournament for the big one that came later at Pebble Beach. Bob Manning, as president of the Club, presided. Doug and Dick did their job well.

■ ■ The green men report that business is dull following a flurry which resulted from the difficulties in Colombia, political and economic. Buying by the Federation and exchange difficulties, with the absence of buying in this country, have added uncertainty. With no pressure from other mild countries, prices for Colombians are weak. However, by July it is expected here that Centrals will be about sold out and the market could strengthen. In spite of this situation, there have not been too many offerings from Colombia, and it is believed that Colombians have lost some of the market to Centrals.

Imports of coffee to Pacific Coast Ports for the period this year to May 1st are down 136,255 bags, as compared with last year. All major producing areas show a loss with only Brazil showing a gain of 40,000 bags.

■ ■ Bud Dominguez, of Folger's, has been transferred to their Los Angeles office and Bob Sweeney to the Portland office. When Bud reaches Los Angeles he will find that the installation of machinery there has about been completed.

It is the third plant for Folger's on the Pacific Coast. In 1938 the company opened a plant in Houston and much earlier, in 1907, one in Kansas City. It is said that the Los Angeles plant will be one of the worlds largest and most modern.

■ ■ Coffee is being roasted at a great rate at S & W's plant. With a large government order, it is estimated that 85,000 lbs., is being handled daily, according to Irving Manning, head of the department. Uniformed gentlemen in olive drab are somewhat puzzling to old employees, but they are only Quartermaster Inspection Service people.

■ ■ E. R. Senn has been appointed executive vice president of Grace & Co. operations on the Pacific Coast. He comes here from New York, and has established his home in Atherton. During the last war he was located in San Francisco and at one time had charge

(Continued on page 99)

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New York News

■ ■ What with the good weather during a number of these spring weekends, golfers among the coffee men in this area were getting out and limbering up. They would have been doing it anyway, probably, but it had a special purpose, with the annual outing of the New York City coffee fraternity coming up.

The outing is being held as this issue is still, figuratively, wet from the presses.

The outing is back to a favorite site this year, the Hackensack Country Club, Oradell, N. J.

■ ■ Frederick H. Silence, vice president and director of Ruffner, McDowell & Burch, Inc., has taken over the management of the New York office of the company.

He succeeds Phillips R. Nelson, who retired last month, after 55 years in the coffee industry.

Vice chairman of the National Coffee Association, Mr. Silence is widely known as a leader of the coffee industry.

He was president of the New York City Green Coffee Association from 1942 to 1945; and was president of the New York Coffee & Sugar Exchange, Inc., in 1946, 1952 and 1953.

Mr. Silence has been associated with Ruffner, McDowell & Burch, Inc., for ten years.

Before that he was with the Grace organization for more than three decades.

He was in South America for many years in their general merchandising operations, and for 17 years was connected with their coffee department in New York.

■ ■ This department mentioned last month that George V. Robbins had received the Gran Cruz de San Carlos from the government of Colombia, "for his outstanding services" to that country.

Other Americans prominent in coffee,

and in activities related to coffee, have also been decorated by Colombia.

The Gran Cruz de San Carlo was presented in New York City to Francis X. Scafuro, vice president of the Bank of America, New York City; Henry Drath, vice president of the Bank of America, San Francisco; Boice Nourse, vice president of the First National City Bank; Gerald Beale and William A. Tucker, president and vice president, respectively, of the J. Henry Schroder Banking Corp.; Ralph Kimpel and Robert E. Menapace, vice presidents of the Guaranty Trust Co.; and Amos B. Foy and David Patterson, vice presidents of the Chemical Corn Exchange Bank.

The Cruz de Boyaca was presented to Peter Grace, president of W. R. Grace & Co., and Henry Holland, former Under Secretary of State for Latin America.

■ ■ David Osborne, well known on Front Street, has joined Stein, Hall & Co., Inc., New York City, as manager of the green coffee department, with offices at 101 Front.

Mr. Osborne had been with the A. C. Israel Commodity Co., Inc., in the coffee department, for about seven years.

Before that, among other associations, he had been with I. H. and F. A. Jones, coffee brokers, for four years.

His many friends wish him the best of luck in his new post.

■ ■ J. M. Santo Domingo & Co., Inc., has applied for membership in the Green Coffee Association of New York City.

The firm deals in various commodities and has been active in the import-export field for almost 30 years.

The green coffee department, which will specialize in Colombians, is headed by Carlos Canal, Jr.

Mr. Canal was associated with Canal & Co., for five years before joining his present firm.

■ ■ The Belgian Line Inc. has advised the trade that as of last month it is operating Pier 54, North River, in addition to Piers 14 and 15, North River.

All Belgian Line vessels arriving in New York from West African ports are discharging their Congo and Angolan cargo at Pier 54.

The company said it was confident the additional pier facilities would speed delivery service to import customers.

■ ■ Up for membership in the National Coffee Association are Kauders & Co., in the green division; East Coast Coffee Corp., in the roaster division; and David Forman & Son, as an allied member. All three are in New York City.

■ ■ The New York City Green Coffee Association has under consideration applications for active membership from A. Galindo & Co., Inc., and for associate membership from Farrell Lines, Inc., the Glaessl Shipping Corp., (general agents for the Columbus Line), and Lloyd Brasileiro.

■ ■ Jamie Sloan Chermont is the new consul general for Brazil in New York City.

He comes from Rio de Janeiro, where he was a member of an important Ministry Commission, according to the Brazilian Bulletin.

Born into a diplomatic family, he received part of his elementary and secondary schooling in the United States, when his father was assigned to Washington, D.C.

In fact, his mother was born in the United States, a member of the socially prominent Sloan family of Baltimore, Md.

The new consul-general, who was born in London, is considered to be perfectly bi-lingual.

■ ■ The New York Cocoa Exchange is holding its annual golf tournament and dinner this year at the Tamarack Country Club, Greenwich, Conn., on Tuesday, June 18th.

■ ■ Which tea man whose last name is Shea has first initials which read, "T.E.A."?

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New Orleans Notes

By W. MCKENNON

■ ■ Manuel Mejia, general manager of the National Federation of Coffee Growers of Colombia, was presented with the Theodore Brent Award at a banquet here last month.

The Brent award goes annually to a Latin American who has made a marked contribution towards bettering hemispheric relations. Mr. Mejia said, while here, that the soundness of Latin American economy depends to a great extent on how much coffee is consumed in the United States. He added that coffee has become the medium of Western Hemisphere solidarity. Mr. Mejia received the award from Joseph M. Rault, president of International House. The award was created in the honor of the late Theodore Brent of the Mississippi Shipping Co.

The coffee trade here gave a luncheon at Antoine's Restaurant in honor of Mr. Mejia.

■ ■ L. W. Snow, sales manager of the American Coffee Co., has returned from a business trip to Texas and Mississippi.

■ ■ Harry X. Kelly, president of the Mississippi Shipping Co., was chairman of Armed Forces Day here last month. The event was observed with a luncheon and a visit by a Navy vessel, the Antietam, followed several days later by an Armed Forces pageant and parade at Camp Leroy Johnson.

■ ■ The Standard Fruit and Steamship Co. has received an award from the City of New Orleans for meritorious employer-employee relations. The award extoled the extensive health program which the company has begun for its personnel in the United States and abroad. The firm was the first here to offer the Salk polio vaccine to its employees on a mass inoculation basis, it was stated.

■ ■ C. G. A. Drew, of London, England, long associated with the coffee business there, was in New Orleans for a few days recently.

■ ■ Jose de Barros Pimentel, manager of Vici, S. A., Santos, accompanied by his wife, arrived in New Orleans on the steamer Del Mar. They will spend several weeks visiting their many friends here prior to returning to Brazil sometime in June. Mr. Pimentel is making his headquarters at J. Aron & Co., Inc.

■ ■ A trade development delegation headed by the president of the Dock Board, W. D. Roussel, spent five days in Mexico early in May at the invitation of the Mexican government.

Conferences were held with Mexican government officials, industrialists and business leaders on economic development



In New Orleans to receive the Theodore Brent Inter-American Award for 1956, Manuel Mejia (second from right) was greeted at Moisant Airport by (from left) John J. Cummings, president of the New Orleans Green Coffee Association; Albert Haneemann, president of the New Orleans Board of Trade, Ltd.; and Harry X. Kelly, president of the Mississippi Shipping Co., Inc., and official host. At right is George V. Robbins, director of green coffee operations for General Foods, who accompanied Mr. Mejia. Mr. Mejia received the Brent Award at the Parade of Progress banquet in New Orleans. The visitors took part in ceremonies opening the new Civic Center in New Orleans.

of the New Orleans area and the opportunities for new industrial development in Mexico.

In the party were Mrs. W. D. Roussel; Ralph P. Nolan, vice president of the Board, and Mrs. Nolan; Rafael Goyeneche, Latin American representative of the Board; Oliver Williford, Chicago, of the foreign trade department of the Illinois Central Railroad; Luis Banos, manager of the foreign department, Whitney National Bank; Pierre Villere, advertising executive; and Robert W. French director of the Port.

■ ■ Isidore Reisfeld, of J. Aron & Co., Inc., with headquarters in St. Louis, was a recent visitor to New Orleans, with Mrs. Reisfeld.

■ ■ The Annual Softball Game and Afternoon Outing, given for the Green Coffee Association here by the Dupuy Storage and Forwarding Corp. was held at City Park. Derby Contest winners were Ed Anderson, of Ruffner, McDowell & Burch, first prize; H. Anderson Lafayette, of Lafaye & Arnaud, second prize; H. Maignon and C. Barioni, of J. Aron & Co., third prizes. The outing was held from 1 p.m. to 6 p.m., with prizes for members and their families, as well as refreshments and lunch.

■ ■ G. T. Gernon, of Ruffner, McDowell & Burch, has an unusually broad smile these days. After welcoming six granddaughters to the family the past few

years, he was presented with twin grandsons on May 9th.

The newcomers are the sons of Riecke and Paula Gernon, and the excitement has not subsided enough to be sure just what their given names will be.

Chicago

By HARRY T. LANE

■ ■ The Continental Coffee Co. has moved to its new plant in Chicago, located at 2550 Clybourn Ave., providing a much larger roasting capacity, than the old plant on Erie St. Guy Willets, district manager for the company in the Decatur, Ill., territory was a business visitor to the Chicago offices of the trade at the big Continental display company and was also on hand to meet at the NRA show at the Navy Pier.

■ ■ Earl Cohn and staff were on hand at the Navy Pier, at the Superior Coffee Co.'s exhibit at the National Restaurant Association convention. They served delicious Superior Restaurant Blend Coffee to all visitors, and built up much good-will for Superior service and brands.

■ ■ The Rosander Co., 311 Fifth Avenue North, Minneapolis, had an interesting display at NRA exposition at the Navy Pier. They showed their Rosander Automatic Coffeemaker to the trade. L. P. Hausam was in charge of the display, and made many friends for the new line.

■ ■ The Joyner Coffee Service Corp., Sycamore, Ill., has purchased the United States rights to the Mills Coffee Vendor, and is redesigning the machine for domestic sales, according to Vend magazine. The company will have three models. One feature will be automatic cup drop.

■ ■ Theodore E. Belgard, sales manager of the Hills Brothers Coffee, Inc., Chicago offices, has been named manager of the Los Angeles division of the company. W. E. Brown will succeed to Mr. Belgard in the Chicago position. M. A. Nieds has been named sales manager for the Chicago territory.

■ ■ American Home Foods have moved their Chicago offices to larger quarters at 2947 Touhy Avenue.

■ ■ A full page picture story on coffee tasting and blending recently appeared in the Sunday Pictorial Living section of the Chicago American. The story centered on Jack Russel, chief taster and blender for the Superior Tea and Coffee Co., Chicago.

Pictures showed the weighing of the coffee to be tasted, the roasting and the tasting itself, with Mr. Russel, Joe Rich and Walter Katzoff at the table.

The article was constructive public relations—not only for Superior Tea and Coffee, but for coffee as a beverage.

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At the San Francisco Coffee Club's outing at the Meadows Club, from left: Warren Kludt, Ronald Garrigues, Bill Fennerin, Jack Schimelpfenig, Bill Lynch, Weldon Emigh, Leon Cavasso, Sr., Ed Malmgren, Alfred Peet, Joe Hooper. Hilarious "Oscars" were awarded.

San Francisco Samplings

(Continued from page 95)

of the Panama Agencies Co. in the Canal Zone.

Senn is a good golfer, scoring 76 gross at the last party of the S. F. Coffee Club. This netted him, along with luck in a drawing, two bottles of the finest.

■ ■ Antonio Dutriz, manager of the Grace Line's office in El Salvador, was a recent visitor in San Francisco.

■ ■ Peter Grace, president of W. R. Grace & Co., was a visitor last month at the local offices.

■ ■ Harry Thompson was on a stockholders cruise on the steamer Santa Rosa, which made a trip to the Dutch West Indies and Venezuela.

■ ■ Al Graves, of Anderson Clayton's Santos office, was in San Francisco last month, visiting the local office here.

■ ■ Orrin Nye passed through San Francisco last month after a trip to New York. He is the son-in-law of Eliseo Lopez, coffee exporters located at Pereira, London, and back to Calcutta.

Colombia, and is the manager of the business. Orrin at one time was in the office of Hard & Rand here, working with Harry Maxwell. Later he became Hard & Rand's manager in Colombia, until taking over his present position.

■ ■ Jo Winters, of Balmer, Lawrie & Co., Calcutta, held over his trip home at the request of his old friend, Ed Spillane, so that he could address the meeting of the Western States Tea Association. In reciprocation, the association advanced its regular date from Thursday to Wednesday. Jo then flew to Vancouver, Toronto, London, and back to Calcutta.

The market for quality teas was firmer, but the lower grades were having a tough time, according to Winters. In the last year, Russia had purchased 17,000,000 lbs. of Darjeeling and Assams, which contributed much to their strength. Restrictions in the movement of tea out of India was of greatest help to the common grades of tea, and its continuance would be an element of strength and benefit to growers. The Suez Canal crisis afforded a temporary spurt to prices.

Indian and English relations are better now than they have been since independence. The countries have found that they really need each other, India as the greatest tea producer and England as the greatest tea consumer and buyer. The bad feeling caused by the position of India on the Suez and Hungarian crisis has given way to more understanding on the relation of the two countries.

Taxation is high in India, but like taxes everywhere, they fall hardest on groups with incomes in the higher brackets. This hits the English in India, for naturally their incomes are well above average of India.

In spite of the increased independent action by India in the promotion of its tea, London is still the primary market center for world tea. England sells more tea than any other nation in the world.

The crop of 540,000,000 lbs of Indian tea in 1956 will be equalled or exceeded in 1957. Indians themselves, as their individual buying power increases, are drinking more tea.

tea pours more power into promotion

(Continued from page 90)

soon that the one important ingredient for good tea, boiling water, was not available for tea making in restaurants."

In market research, Dr. Zeisel explained, the Tea Council had made general studies and had also dug into such specific topics as the relationship between temperature, tea consumption and all other cold beverages. "We also studied to some extent the effect of tea and coffee prices on tea consumption," he said. "We did this not only to help the trade but also to learn how much of the fluctuations in tea sales can be blamed on weather or high coffee prices, because one cannot blame everything on them. But the main concern of our market research studies deals with exploring who now drinks tea and how much—and who *might* drink more tea if we went about it properly."

Motivation research had prepared the way for the familiar "Take Tea and See" slogan, as well as for the 1956-57 hot tea theme, "Aren't you glad we changed to tea?" he declared.

Among the motivation research studies were the ones conducted for the Tea Council by Dr. Ernest Dichter, of the Institute for Motivational Research, and by Columbia University's Bureau for Applied Social Research. Media research has helped make several of the major steps in the development of Tea Council advertising, Dr. Zeisel said.

"Tea is a difficult product to advertise because there has been so little new about it for the last 3,000 years," he commented.

He recalled the research which had led to the switch from printed media to television, and now radio, for the upcoming iced tea campaign.

Dr. Harold L. Link, eastern operations manager for FMC's Canning Machinery Division, told the meeting about the commercial model of the TeaMaker, which is now in production.

He introduced William O. Wheeler, former president of the National Restaurant Association and chairman of NRA's Tea Equipment Development Steering Committee.

Mr. Wheeler reported positive practical experience with a test model, and said that already the machine seemed to be in demand. So much so, in fact, that the unit he was testing in Wheeler's Restaurants, Indianapolis, was stolen—and was never recovered.

Mr. Saffold told the gathering that while making the new iced tea commercials for radio, the musicians became so interested in the iced tea tune that they used one of their rest periods to go into a jam session on it. Unknown to the musicians, the microphones were kept open and the jam session was recorded.

As a souvenir of the Midyear Meeting, a recording of a representative group of the iced tea commercials—and of the jam session—was distributed to those present.

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